



**AIA Hong Kong**

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## Media Release

### **AIA Hong Kong Honoured with 2018 “Corporate Financial Education Leadership – Gold Award” and “Accredited Professional Financial Planning Firm” Distinction by the Institute of Financial Planners of Hong Kong**

Hong Kong, 22 January 2018 – AIA Hong Kong has been honoured with the “Corporate Financial Education Leadership - Gold Award” at the inaugural “Financial Education Leadership Awards” organised by the Institute of Financial Planners of Hong Kong. The Company was also named “Accredited Professional Financial Planning Firm” for the fourth consecutive year. These recognitions commend AIA’s efforts in enhancing the financial literacy of the public through different channels and in promoting quality financial planning services through the development of a team of CERTIFIED FINANCIAL PLANNER<sup>CM</sup> (“CFP<sup>CM</sup>”) and ASSOCIATE FINANCIAL PLANNER<sup>TM</sup> (“AFP<sup>TM</sup>”).

Mr. Jim Jan Zen, Chief Agency Officer, Agency Distribution of AIA Hong Kong & Macau, said, “We are pleased to receive the recognition from a professional body as a validation of our efforts in financial education and financial planning services meeting the genuine needs of customers. Nowadays, financial planning is not only about saving for the future, but also all-round planning and protection solutions. AIA Hong Kong has long been committed to enriching the financial literacy of the public through different channels, so as to help them prepare adequately for the future. Financial planners play a key role in further strengthening customer’s awareness of the importance of protection and financial planning by presenting them with appropriate and tailored solutions. This is underpinned by the continued implementation of our Premier Agency strategy to nurture the best talent, helping people live longer, healthier and better lives.”

In an effort to enhance public awareness of financial planning and protection as well as the industry itself, AIA Hong Kong provides free and impartial sources of financial information through various channels, organises internship programmes on financial planning, and also held the “AIA Music Concert” with game booths and activities providing information related to financial planning. The Company also supports financial planning education activities organised by different institutions to promote financial literacy.

AIA boasts a large team in Hong Kong and Macau with over 14,300 financial planners<sup>1</sup>. To strengthen their professional capabilities, the Company established the industry-first AIA Premier Academy in 2011. The academy attracts outstanding young talent with a variety of first-class training courses which aim to help financial planners attain membership to the globally recognised Million Dollar Round Table (“MDRT”). According to the MDRT’s official website, AIA Hong Kong had a total of 3,734<sup>2</sup> financial planners who had earned MDRT membership as of July 2017, a dramatic increase of 40% compared to 2,648 in 2016. Leveraging on AIA Hong Kong’s strong team of professional financial planners, as well as convenient and highly effective digital services, the Company has further strengthened its engagement with customers, providing them with the appropriate products and professional services at different stages of life.

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<sup>1</sup> As of 30 June 2017

<sup>2</sup> MDRT official website <http://www.mdr.org>, 2017 ranking.

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Mr. Stewart Lee, Head of Premier Agency, AIA International Limited, receives the 2018 “Corporate Financial Education Leadership – Gold Award” and “Accredited Professional Financial Planning Firm” Distinction on behalf of the Company.

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### **About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 14,300 AIA financial planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve more than 2.7 million customers<sup>2</sup>, offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

<sup>1</sup> as at 30 June 2017      <sup>2</sup> as at 31 January 2017

### **About AIA**

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$200 billion as of 31 May 2017.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

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