



AIA Hong Kong

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Media Release

AIA Hong Kong Wins Multiple Honours at Service, Product and Brand Award Programmes in Recognition of its Quality and Appropriate Protection Cover

Hong Kong, 5 February 2018 – AIA Hong Kong has been honoured with several awards in two award programmes organised by Sing Tao News Corporation. At Sing Tao Daily's "Sing Tao Service Awards 2017", AIA Hong Kong received accolades in the insurance and healthcare categories of "Life Insurance Services" and "Critical Illness Insurance". In addition, AIA Hong Kong also won the "Pama Most Favourite Health Protection Award" at the "Ohpama Brand Awards 2017" organised by "Ohpama.com", the parenting website of the Sing Tao News Corporation. These awards validate that the Company's quality products and services have earned the recognition of professional judges and the public.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "Tailored and comprehensive protection is a prime consideration in a customer's choice of insurance product. These accolades are a testament to AIA Hong Kong's unwavering efforts to extend its cover with the launch of many first-in-market products to ensure more people can receive appropriate protection, and its commitment to addressing the general public's different needs. Our achievements in keeping pace with the market in the areas of product design, sales and services, as well as brand marketing have received widespread acclaim, earning the recognition of professional judges and the public. Going forward, AIA Hong Kong will continue to develop the most professional and customised protection solutions, supported by convenient services delivered through digital technology to help people live longer, healthier and better lives."

The Sing Tao Service Awards programme aims to recognise outstanding business entities for providing customers with quality products and services. The winners were selected by the public and a panel of judges based on the criteria of brand awareness, service quality, brand positioning, trustworthiness and brand management. The recognition is highly regarded by the business community.

Organised by Sing Tao News Corporation's parenting website, "Ohpama.com", the "Ohpama Brand Awards 2017" recognises brands which have made remarkable achievements in providing excellent products and services for parenting needs, infants and young children, household, education, financial planning and health protection. Winning brands were selected via public poll, voting by famous bloggers of "Ohpama.com" and ranking by the editorial board of "Ohpama.com". The winners are widely recognised for their excellent performance.

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Ms. Edith Yiu, Chief Brand and Communications Officer of AIA Hong Kong and Macau
receives the “Pama Most Favourite Health Protection Award” at the
“Ohpama Brand Awards 2017” 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 planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve more than 2.7 million customers², 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.

¹ as at 30 June 2017 ² 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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