



AIA Hong Kong

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Media Release

AIA Hong Kong Launches Industry-First Customer Service Robot Artificial Intelligence Chatbot Offers 24-Hour Instant Self-Service Customer Support

Hong Kong, 2 May 2018 – AIA Hong Kong announces today the launch of its industry-first Customer Service Robot. Leveraging artificial intelligence (AI) technology, the innovation revolutionises customer experience by delivering instant and efficient services. The Customer Service Robot, named “Andy”, is now in service at AIA Wealth Select Centre in Tsim Sha Tsui, introducing the latest company information and insurance products to customers. “Andy” also becomes an Online Chatbot to provide 24/7 online customer support on the "AIA Connect" mobile application, answering log in, eClaim submission and policy premium information enquiries.

Mr. Ip Man Kit, Chief Technology and Operations Officer of AIA Hong Kong & Macau, said, “AIA Hong Kong understands that customers are becoming increasingly discerning, demanding faster and more convenient services, as the overall trend points to a digitalised industry. Today, we are the first in the insurance industry to launch the Customer Service Robot – our customers’ buddy “Andy” – the epitome of sophisticated AI technology and excellent customer service in one. “Andy” can establish connections with customers through lively and fun interactions, taking their digital experience to an all-new level. I truly believe that “Andy” will be very well-received, and will become our customers’ good buddy and best helper at AIA Wealth Select Centre, thus enhancing its overall operational efficiency. Looking ahead, we will continue to harness the power of Fintech to develop more market-leading innovative digital solutions to actively engage and deepen connections with our customers.”

AIA Hong Kong’s industry-first Customer Service Robot “Andy” offers the following services at AIA Wealth Select Centre in Tsim Sha Tsui:

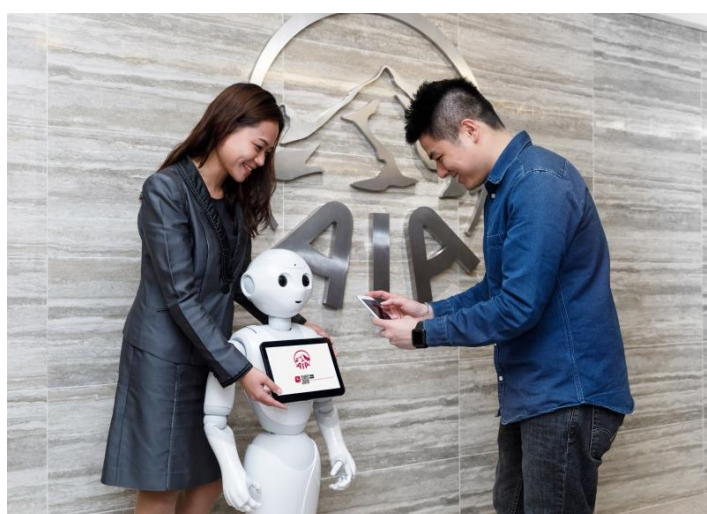
- Featuring face recognition technology, the Robot can greet customers, as well as communicate and interact with them in Cantonese, Mandarin and English languages.
- Provide practical information including insurance product details, current weather, stock prices and currency exchange rates in response to customer enquiries. The Robot can also manage queue arrangements, and assist customers by handling related enquiries in the near future.
- Introduce “AIA Connect” mobile application’s functions; customers can download the application easily and conveniently by simply scanning the QR CODE on the Robot with their smartphones.

The Online Chatbot features an automated live chat function. Once logged on to “AIA Connect”, customers can access the following services 24-hours a day:

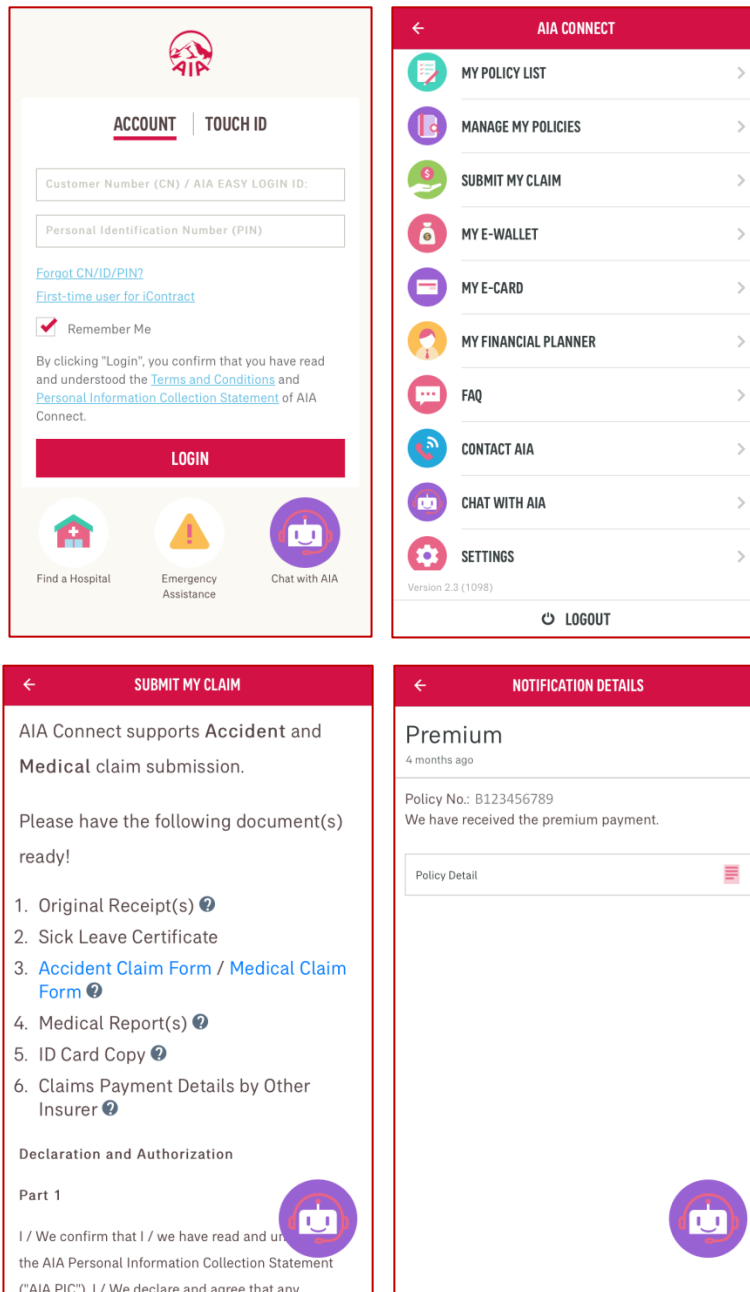
- Tap on the “Chat with AIA” button on the front page of the mobile application and customers can access the live chat environment. They can instantly chat with “Andy” anytime, anywhere by typing in their questions and receive answers to enquiries about log in, eClaim submission and premium payment issues.
- Upon successful log on to the mobile application, customers can tap on the “Chat with AIA” button on the menu page to chat with “Andy” instantly about log in, eClaim submission and premium payment enquiries.
- Besides, “Andy” can guide customers through the eClaim submission process and answer related questions at the “Submit My Claim” section in “AIA Connect”.
- Customers can conveniently and directly contact “Andy” for premium payment-related enquiries, such as premium payment, payment method, channel and location, within respective notification messages.

“Andy” will continuously update and upgrade itself with more knowledge as both a Robot and an Online Chatbot. It will amalgamate AIA Hong Kong’s various digital platforms to enrich customer service and elevate insurance product introduction functions to further enhance customer service experience.

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Industry-first Customer Service Robot “Andy” greets customers at
AIA Wealth Select Centre in Tsim Sha Tsui.



Online Chatbot “Andy” answers customer enquiries instantly 24 hours a day on the “AIA Connect” mobile application.

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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 14,900 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve close to 2.9 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 31 January 2018

² as at 31 December 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\$216 billion as of 30 November 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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