



AIA Hong Kong

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Media Release

Faster than One Cross-Harbour Train Stop

AIA iShop: Convenient, Fast, Easy

Three Minutes, Three Steps

Hong Kong, 12 June 2018 – AIA Hong Kong (the “Company”) announced today a host of new innovative digital initiatives to exemplify its commitment to deliver enhanced customer experience. AIA iShop, the Company’s brand-new online insurance purchase platform, enables existing customers to find and obtain suitable protection in as fast as three minutes and at the same time benefit from the professional services tailored by AIA Hong Kong’s high-quality financial planners.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “As AIA Hong Kong achieves a major milestone of now serving over three million customers[^], we are also pleased to announce the launch of AIA iShop, our brand-new online insurance purchase platform. This powerful digital initiative is designed to not only effectively address and satisfy customers’ digital preferences and habits, but also support AIA Hong Kong’s key undertaking of bringing together the best of technology to deliver a convenient, fast and easy digital purchase experience to our customers. It marks a major achievement in AIA Hong Kong’s digital journey and delivers an additional customer engagement channel that responds to customer needs, bringing to life our promise to help people live healthier, longer, better lives.

As a leading insurer, AIA Hong Kong proudly differentiates itself by placing customers at the heart of its long-term strategy. We are committed to supporting our products and services with digital technology where it can make a material difference to customer experience. Our aim is to drive a step change in the experience that these technology and tools provide and transform customer engagement.”

Complete application process in as fast as three minutes, three steps – key features of AIA iShop

(ishop.aia.com.hk) include:

- **Convenient:** Instant quotation allows customers to obtain a price quotation immediately to help evaluate suitability. Customers can purchase their preferred products right away and also access real-time policy status updates to check the application progress.
- **Fast:** Online policy application can be completed in three minutes, three steps. Some personal particulars are pre-filled for existing customers upon logging in to shorten application time.
- **Easy Digital Purchase Experience:** Live chat function can instantly answer customer’s questions during the application process and a confirmation email will be sent out immediately upon application completion. Secure payment channel also offers customers peace of mind when making payments.

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- **Broad Product Suite:** A suite of nine insurance products spanning life protection, medical protection, accident protection, as well as savings and general insurance categories.

Financial planners deliver personalised and professional customer services:

AIA iShop will notify existing customers' servicing financial planners of their successful iShop purchase for follow up, and new customers can choose to be assigned with a dedicated financial planner for servicing.

“AIA Connect” will also roll out three brand new functions to enhance customer experience:

“AIA Connect” enables AIA Hong Kong and Macau customers to manage comprehensively their individual life and group policies, MPF and AIA Vitality wellness programme through one single platform, allowing them to conveniently manage their policies and provident funds, submit claims, make doctor appointments...and more.

- **Investment Portfolio Management:** AIA Hong Kong customers can have a consolidated view of both their individual life policies of investment-linked assurance schemes and MPF details on one single user interface, enabling them to access fund switching and manage their portfolio anytime, anywhere.
- **Benefit Calculator:** AIA Hong Kong leads the industry by giving instant feedback on the difference between projected medical expense amount and policy cover to give policyholders more transparency and help them better manage their medical expenses.
- **One-Claim Submission:** A single, convenient and easy access window for individual life and employee benefits customers to submit claims. All eligible benefits under individual life and employee benefits will be calculated and settled in one go according to the respective benefit covers automatically.

From now until 31 July 2018, customers can enter the Digital Platforms Promotion Campaign* and win coffee e-coupons by successfully registering for e-Bankin service. Customers can also receive additional coffee coupons for successfully adding or updating their email and enrolling in e-Advice or i-Contract services. All coffee e-coupons will be distributed through “AIA Connect.”

[^] As at 31 March 2018

^{*} For enquiries on the Digital Platforms Promotion Campaign, please call the promotion hotline (852) 2232 8888 or [click here](#) to visit our website.

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Mr. Peter Crewe, Chief Executive Officer, AIA Hong Kong & Macau (Second from left);

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management,
AIA Hong Kong & Macau (First from left);

Mr. Jim Jan Zen, Chief Agency Officer, Agency Distribution, AIA Hong Kong & Macau (Second from right); and

Mr. Ip Man Kit, Chief Technology and Operations Officer,
AIA Hong Kong & Macau (First from right),

accompanied by industry-first Customer Service AI Robot Andy,
announced today a host of new innovative digital initiatives to exemplify its commitment to deliver enhanced
customer experience.

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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 close to 15,000 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 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 March 2018 ² as at 31 March 2018

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 in 1919. 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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