



## AIA Hong Kong

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## Media Release

### **AIA Hong Kong Launches Cancer-Targeted Critical Illness and Medical Protection Plans**

“Cancer Care Essence” – offers HK\$1m Cover for Common Cancers from as low as HK\$3 a Day

“Cancer Guardian 2” – Market-First Continuous Cancer Protection

Covered Cancer Limit Auto-Resets Every Three Years

**Hong Kong, 10 July 2018** – AIA Hong Kong announces the launches of “Cancer Care Essence” critical illness protection plan and “Cancer Guardian 2” medical protection plan to support customers on their treatment and recovery journey.

With a premium as low as HK\$3 per day, “Cancer Care Essence” offers customers up to HK\$1 million (maximum at HK\$1.5 million) targeted cancer protection for common cancers including breast, prostate, colon and rectum and lung<sup>1</sup>. “Cancer Guardian 2” provides several distinctive features with upgraded, comprehensive cover, such as the unique-in-the-market one-year premium waiver and preventive check-ups for immediate family members. It also introduces the market-first<sup>2</sup> continuous cancer protection, in which the covered cancer limit will be automatically reset every three years without any cancer waiting period. Featuring lifetime guaranteed renewal, it gives customers peace of mind as they navigate through unexpected life challenges. Customers can now conveniently purchase “Cancer Guardian 2” at AIA iShop.

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “The 2018 AIA Healthy Living Index survey shows that people across Hong Kong potentially face a considerable ‘financing gap’ in their ability to pay for critical illness treatment, as they expect an average shortfall of 23% of the costs they would have to bear for cancer treatments. Moreover, the trend sees cancer patients being diagnosed at a younger age where they are caught off-guard and without financial preparation. Upholding our ‘customer-centric’ philosophy, AIA Hong Kong has a wide range of medical and critical illness products that answer different customer needs. We are rolling out ‘Cancer Care Essence’, a value-for-money solution that specifically caters to the younger generation’s financial ability, to allow them to receive appropriate protection at an earlier age. At the same time, we are also launching ‘Cancer Guardian 2’, featuring market-first and multiple unique-in-the-market and enhanced comprehensive protection features, to address customer needs, helping them live healthier, longer, better lives.”

According to statistics from the Hospital Authority, the number of cancer cases is rising and incurring at a younger age:

- In 2015, the most common cancers were colorectum, lung, breast, and prostate cancer in descending order<sup>3</sup>.
- New cancer cases in Hong Kong hit a historic high of 30,318 in 2015<sup>4</sup>, with a particularly sharp increase within the age group of 20-44<sup>5</sup>.
- Over the past decade, cancer incidence within the above age group increased by 9%<sup>5</sup>, indicating the alarming trend that more people are contracting cancer at a younger age.

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"Cancer Care Essence" provides targeted protection at an affordable premium. Key features include:

- **Cover for four common cancers:** Targeted protection for four common cancers including breast, prostate, colon and rectum and lung cancer with life protection and guaranteed renewal up to the age of 80;
- **Affordable premium:** With a premium as low as HK\$3 per day, customers can receive targeted cancer protection of HK\$1 million<sup>1</sup>, maximum at HK\$1.5 million. In the unfortunate event that the insured is diagnosed with a covered cancer, he/she will receive a one-off payment;
- **Early stage critical illness protection:** Advanced payment of 20% of the initial sum assured will be made to the insured for the diagnosis of carcinoma-in-situ or early stage malignancy, supporting them in their fight against illness.

Offering an even more comprehensive medical protection with lifetime guaranteed renewal, "Cancer Guardian 2" specially provides the insured with full reimbursement for cancer monitoring and consultation expenses for up to five years after completion of active treatment. Three different plan options are tailored for the diverse protection needs of customers. Highlights of its market-first<sup>2</sup> features and unique, upgraded and comprehensive cover include:

- **Market-first<sup>2</sup> continuous cancer protection, covered cancer limit auto-resets every three years without cancer waiting period:** In accordance with the customer's selected option, the plan provides reimbursement for medical expenses related to the diagnosis and treatment for covered cancers with up to HK\$3 million covered cancer limit, which will be automatically reset to the original amount without any cancer waiting period every three years. In the event of the covered cancer (including carcinoma-in-situ) is a continuation, metastasis, recurrence or a newly-diagnosed covered cancer, covered cancer limit will still be automatically reset every three years until the lifetime cancer protection limit of up to HK\$9 million is fully utilised.
- **New and unique-in-the-market one-year premium waiver:** If the insured is diagnosed with a covered cancer, a one-year waiver will take effect upon the initial diagnosis of the first covered cancer, beginning with the next premium due date;
- **New and unique-in-the-market preventive check-ups for immediate family members:** Up to two immediate family members can undertake the diagnostic tests directly related to the diagnosed covered cancer of the insured;
- **Additional care benefits:** Reimbursement for wig and voice box expenses, as well as worldwide emergency assistance services. Upgraded cover includes psychological counselling for the insured and immediate family members, and expenses for the purchase and rental of medical appliances.

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To encourage customers to live a healthy lifestyle, AIA Hong Kong specifically includes "Cancer Guardian 2" in its innovative "AIA Vitality" portfolio. By becoming an "AIA Vitality" member, customers will receive an instant 10% premium discount on "Cancer Guardian 2" for the first year. Customers who are persistent in their pursuit of a healthy lifestyle can enjoy an ongoing premium discount up to 15% and earn "AIA Vitality" points to redeem discounts and rewards offered by programme partners<sup>6</sup>.

The above information is for reference only. For the details on the product features, content and conditions, please refer to the product brochure and the terms & conditions of the policy contract.

1. Based on a 26-year-old non-smoking male insured (premium payable is calculated according to the insured's attained age and the applicable premium rate at the time of application or renewal).
2. "Market-first" refers to products offering medical expenses reimbursement for covered diseases in Hong Kong and Macau.
3. Top Ten Cancers: Incidence in 2015, Hospital Authority website (<http://www3.ha.org.hk/cancereg/topten.html>).
4. Overview of Hong Kong Cancer Statistics of 2015, Hospital Authority website (<http://www3.ha.org.hk/cancereg/pdf/overview/Summary%20of%20CanStat%202015.pdf>).
5. Hong Kong Cancer Registry, Hospital Authority website (Data collection date: March 2018) (<http://www3.ha.org.hk/cancereg/allages.asp>).
6. For the terms and conditions of the offers, please refer to the promotional leaflet or [www.aiavitality.com.hk](http://www.aiavitality.com.hk).

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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 planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 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 31 March 2018

<sup>2</sup> 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.

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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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