

**AIA Hong Kong**

AIA Hong Kong Tower,
734 King's Road,
Quarry Bay, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

**AIA Receives Two Prestigious Distinctions
Ranked Among Top 100 Most Valuable Global Brands and
Honoured at the Reader's Digest Trusted Brand Awards**

Hong Kong, 24 July 2018 – AIA has been recently awarded two prestigious distinctions. The insurer was ranked in BrandZ™'s Top 100 Most Valuable Global Brands for the third year running and was also, for the fifth year in a row, honoured with the highest distinction – the “Trusted Brand Platinum Award - Insurance Company for Hong Kong” – at the Reader's Digest Trusted Brand Awards. This latest award marks the 15th consecutive year that AIA has been recognised at the Reader's Digest Trusted Brand Awards. These accolades are a testament of AIA's strong reputation.

AIA achieved excellent results in the BrandZ™'s Top 100 Most Valuable Global Brands survey:

- Ranked among BrandZ™'s Top 100 Most Valuable Global Brands for the third consecutive year;
- AIA's brand value reached US\$15.1 billion according to this survey, an increase of nearly 30% from 2017's US\$11.6 billion.

At the Reader's Digest Trusted Brand Awards 2018, AIA won, in addition to prestigious Trusted Brand Platinum Award – Insurance Company for Hong Kong, the following accolades:

- “Trusted Brand Gold Award – Provident Fund for Hong Kong” awarded for the third year; and
- “Trusted Brand Asia Gold Award”.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau said: “To build a well-recognised, outstanding brand, we have to perfect every aspect of our operations. Only with the persistent efforts of our staff from the front-line to the back-end would we be able to constantly provide customers with products and services that live up to their expectations. We are delighted that AIA has attained these prestigious recognitions and earned a place among the best-known brands. This represents the public support and recognition we have gained through consistent efforts underpinned by our customer-centric philosophy. Going forward, we will continue to serve our customers with the most professional insurance elite and cutting-edge digital platforms, so as to further strengthen our brand's image and help people live healthier, longer, better lives.”

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Carried out by world-leading advertising group WPP, the BrandZ™ Top 100 Most Valuable Global Brands ranking is now in its 13th year. The report covers over 3.6 million consumers interviews globally and more than 120,000 global brands. Brand value and ranking is measured by extensive consumer insights with rigorous financial analysis of each brand.

The Reader's Digest Trusted Brand survey is one of the most authoritative of its kind in Asia. Now in its 20th year, this survey is conducted by Catalyst Research, and covers many major countries and regions in Asia. Respondents are required to choose their most trusted brand in each product and service category based on six qualitative criteria: trustworthiness & credibility, quality, value, understanding of customer needs, innovation and social responsibility.

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(From left) Ms. Edith Yiu, Chief Brand and Communications Officer of AIA Hong Kong & Macau, Ms. Elaine Lau, Chief Corporate Solutions Officer of AIA Hong Kong & Macau and Mr. Ronald Wong, Associate Director, Brand and Marketing of AIA Group receive the Reader's Digest Trusted Brand awards.

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").

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903