

**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 Hong Kong Takes Top Honour at the “Marketing Excellence Awards 2018”  
The First Insurer to Win the “Marketer of the Year”**

**Hong Kong, 15 November 2018** – With outstanding marketing strategies, AIA Hong Kong won five Gold and one Silver awards at the “Marketing Excellence Awards 2018” organised by the prestigious marketing publication, Marketing Magazine. The Company also became the first-ever insurance company to be crowned the top honour of “Marketer of the Year”, which recognises the most successful marketer across all categories. These accolades underscore AIA Hong Kong’s outstanding performance in marketing to rank top among many participating internationally renowned corporations across different industries.

AIA Hong Kong was crowned the prestigious “Marketer of the Year” at the “Marketing Excellence Awards 2018” and won the following five Gold and one Silver awards:

<b>Awards</b>	<b>Campaigns</b>
“Excellence in Financial Advertising” Gold Award	“Love is in Every Moment” mini-film - Mother and Daughter Campaign
“Excellence in Media Strategy” Gold Award	“Love is in Every Moment” mini-film - Mother and Daughter Campaign
“Excellence in Launch/Relaunch Marketing” Gold Award	Hong Kong Observation Wheel and the AIA Vitality Park
“Excellence in Partnership” Gold Award	Hong Kong Observation Wheel and the AIA Vitality Park jointly presented by AIA and The Entertainment Corporation Limited (TECL)
“Excellence in Data-Driven Marketing” Gold Award	Day Day Connect i-Intelligent Customer Engagement Platform
“Excellence in Data-Driven Marketing” Silver Award	AIA Customer Centricity Digital Ecosystem

Ms. Bonnie Tse, General Manager of Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “We are delighted to be the first-ever insurance company to be crowned with the top accolade of “Marketer of the Year”, and to win five Gold and one Silver awards. It is a tremendous honour for us to be ranked higher than many world-renowned corporations. In keeping with our customer-centric philosophy, we at AIA Hong Kong will continue our efforts to better understand and actively respond to the needs of different customers by leveraging digitalisation and the power of data. This will be complemented by powerful marketing strategies that resonate with customers, enabling the public to experience our brand promise of helping people to live healthier, longer, better lives.”

The Gold Awards for "Excellence in Financial Advertising" and "Excellence in Media Strategy" recognise AIA Hong Kong for its recent marketing strategy, which launched the "Love is in Every Moment" mini-film - Mother and Daughter Campaign to promote the Company's "Protect Elite Ultra" critical illness protection plan. The digital-led marketing campaign leveraged various advertising platforms including television, newspaper and bus to bring to life the key messages of family love and standing by each other in the fight against critical illnesses.

The Gold Awards for "Excellence in Launch/Relaunch Marketing" and "Excellence in Partnership" applaud AIA Hong Kong's sponsorship of Hong Kong Observation Wheel and the establishment of AIA Vitality Park. These enable the Company to convey health message to the general public and encourage them to live a healthier lifestyle. The collaboration between AIA Hong Kong and TECL helps the community create happy and unforgettable memories, while spreading the positive message of living healthier, longer, better lives.

AIA Hong Kong was once again honoured with the Gold Award for "Excellence in Data-driven Marketing" this year, and was presented with an additional Silver Award in the same category. These accolades exemplify AIA Hong Kong's innovative thinking to optimise customer-channel engagement. Winning the Gold Award, Day Day Connect i-Intelligent Customer Engagement Platform, leverages Fintech with industry-leading data analysis and machine learning technology, combined with three intelligent elements: Smart Data Engine, Propensity Model and Integrated Suite Solution. The tool helps AIA to identify the protection gaps for its customers, matching them with appropriate protection solutions. AIA Customer Centricity Digital Ecosystem which won the Silver Award, is a one-stop platform linking together various AIA systems and mobile applications such as iGift, AIA iShop and AIA Connect. It maximises the power of sophisticated technology and the expertise of financial planners to deliver enhanced customer experience.

The "Marketing Excellence Awards" are presented to marketers who have achieved brand success through sound and innovative marketing strategies. Award winners are selected by industry leaders and veteran marketers. Industry leaders were invited to compete in a total of 32 categories this year.

AIA Hong Kong Takes Top Honour at the “Marketing Excellence Awards 2018”  
The First Insurer to Win the “Marketer of the Year”  
15 November 2018  
Page three



Mr. Jacky Chan, Regional Chief Executive of AIA Group (12<sup>th</sup> from left); Mr. Stuart Spencer, Chief Marketing Officer of AIA Group (13<sup>th</sup> from left) attend the “Marketing Excellence Awards 2018” prize presentation ceremony to show support to AIA Hong Kong team.



Ms. Bonnie Tse, General Manager of Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau (middle); accompanied by the AIA Hong Kong team, receives awards at the “Marketing Excellence Awards 2018”. AIA Hong Kong wins five Gold and one Silver awards and is the first-ever insurer to be conferred the top honour of “Marketer of the Year”.

“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

AIA Hong Kong Takes Top Honour at the “Marketing Excellence Awards 2018”  
The First Insurer to Win the “Marketer of the Year”  
15 November 2018  
Page four



AIA Hong Kong is crowned the prestigious “Marketer of the Year” and wins five Gold and one Silver awards at the “Marketing Excellence Awards 2018”.

AIA Hong Kong Takes Top Honour at the “Marketing Excellence Awards 2018”  
The First Insurer to Win the “Marketer of the Year”  
15 November 2018  
Page five

### **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 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 30 June 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.

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\$221 billion as of 30 June 2018.

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 32 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