



#### **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 Launches New AIA Flexi Choice Group Insurance Plan *Giving SMEs flexibility to customise their group insurance plans***

**Hong Kong, 18 December 2018** – AIA Hong Kong has launched AIA Flexi Choice Group Insurance Plan (“AIA Flexi Choice”) to meet the needs of small to medium-sized enterprises (“SMEs”). The new plan offers SME employers the flexibility to customise a group insurance plan that fulfils the protection needs of their employees. It fully reflects AIA Hong Kong’s Corporate Solutions’ Customer Value Proposition to provide products and services with Value, Choice and Simplicity.

AIA Flexi Choice is specially designed for SMEs with as few as 3 employees. Applying for the plan is simple. Employers begin by selecting the core benefit level according to their budget, then adding optional benefits, including life and accident, outpatient, and dental benefits, according to their employees’ protection needs to customise their group insurance plan with more than 100 combinations. The cover can also be extended to the dependents of insured employees. AIA Flexi Choice provides insured members with convenient access to AIA Hong Kong’s strong network of carefully selected high-quality medical service providers across various disciplines. Furthermore, any pre-existing medical conditions an insured member has will be automatically covered if he or she has been continuously covered under AIA Flexi Choice for 12 months.

Ms. Elaine Lau, Chief Corporate Solutions Officer of AIA Hong Kong, said, “Guided by our customer-centric philosophy, AIA Hong Kong’s Corporate Solutions is committed to serving the needs of our customers by providing products and services with Value, Choice and Simplicity. SMEs comprise over 98% of business establishments in Hong Kong and play an important role in the economy. For these employers, a huge investment in an attractive benefits package to support recruitment and retention may present an overwhelming administrative burden and be a drain on resources, making it a daunting challenge.”

Ms. Lau added, “The outstanding features of AIA Flexi Choice deliver on AIA Hong Kong’s Corporate Solutions’ Customer Value Proposition. Not only is it as simple and convenient as traditional packaged plans, AIA Flexi Choice also offers employers the flexibility to customise their group insurance plan with more than 100 combinations by selecting the core benefit level and optional benefits to be included. A well-rounded benefits plan for employees can not only enhance team cohesion and employee performance, but also lead to improved recruitment and retention, making it a win-win for employees and employers alike.”

## **Outstanding features of AIA Flexi Choice**

AIA Flexi Choice provides a convenient solution to help SMEs address their specific needs. Its key features include:

- **Mix-and-match flexibility:** Unlike most group package plans on the market that offer limited choice and flexibility, AIA Flexi Choice provides 12 plan levels from Ward to Semi-Private for hospitalisation benefits, and gives employers the flexibility to customise their group insurance plan to suit their budget and employees' needs. To build a benefits package, employers simply select the core benefit level according to an employees' grading and add optional benefits. The cover can also be extended to include the dependants of insured employees;
- **Simple application procedure:** Companies with as few as 3 employees can apply for AIA Flexi Choice. For those with 3 to 7 employees, only simple health declarations are required to be submitted; for companies with 8 or more employees, no health declaration or medical underwriting is necessary;
- **Cover for pre-existing medical conditions:** AIA Flexi Choice offers comprehensive medical cover, including reimbursement for hospitalisation and surgery-related expenses, as well as for emergency accident treatments and day surgeries. For comprehensive protection, the pre-existing medical conditions an insured member has will be automatically covered if he or she has been continuously covered under AIA Flexi Choice for 12 months;
- **Broader medical network cover:** Insured members can enjoy convenient access to AIA Hong Kong's strong network of carefully selected high-quality medical service providers across various disciplines. All that is required is a simple successful registration and AIA Hong Kong will settle directly with the network provider the medical expenses incurred during a hospital stay or day surgery on the insured member's behalf. The insured member can then focus fully on recovery without having to worry about paying bills and making a subsequent claim;
- **Protection that lasts beyond employment<sup>1</sup>:** Employers with 10 or more employees can give employees and their dependants the option of purchasing a portable voluntary protection plan to supplement their existing group medical protection at their own expense – without any extra cost to

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<sup>1</sup>This benefit is subject to the availability of the respective plans and their terms and policy provisions.

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employers. With the portable voluntary protection plan, employees can rest assured their protection will continue even after they leave the company or retire.

In addition, SMEs can also join AIA Vitality, a game-changing wellness programme that redefines the traditional concept of insurance. Employees who join AIA Vitality will be rewarded for living a healthy lifestyle and this, in turn, will foster their sense of loyalty, bolster morale and build a healthy and motivated workforce.

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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 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

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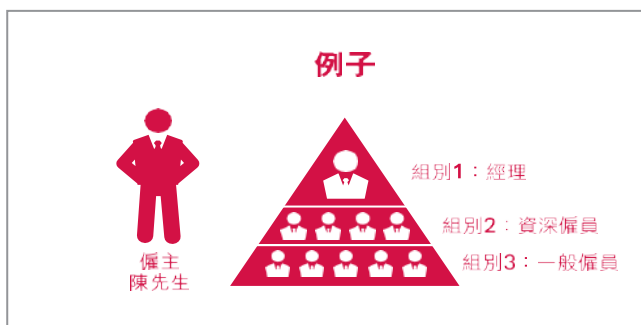
employees across Asia-Pacific, AIA serves the holders of 32 million individual policies and over 16 million participating members of group insurance schemes.

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").

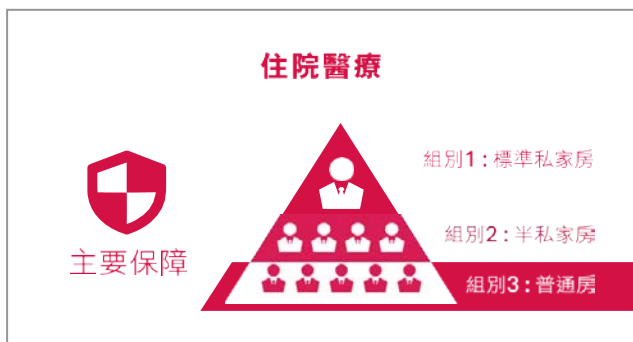
AIA Hong Kong  
Ms. Esther Chan  
+852 2100 1416

Bentley Communications Limited  
Mr. Ian Li  
+852 3960 1905

## Example



Employer Mr. Chan has divided his 10 employees into three groups by seniority.



He can build his company's group insurance plan by selecting core benefit levels according to different grades; e.g. higher hospitalisation benefit levels for more senior employees.



After selecting the core benefit level for an employee, Mr. Chan can choose from a wide range of optional benefits, from outpatient and dental, to add to the plan.



He can then decide whether to extend the cover to the employee's dependents.