



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Centennial and Beyond: A Commitment to Helping Customers Plan for Better Medical Protection and Retirement

- AIA Hong Kong survey reveals more than half of Hong Kong people welcome the Government's tax deductions for medical protection and retirement plans
 - Nearly 80% of Hong Kong people will consider enrolling or are interested in VHIS plans
 - Nearly 80% of Hong Kong people are thinking about purchasing deferred annuity plans
 - Almost all who currently make voluntary MPF contributions are contemplating increasing their contribution amount

Hong Kong, 20 Mar 2019 – AIA Hong Kong commissioned an independent market research company to conduct a survey examining the attitudes of Hong Kong people towards the Government's tax deductible schemes for Voluntary Health Insurance Scheme (VHIS), deferred annuity premiums and Mandatory Provident Fund Tax Deductible Voluntary Contributions (MPF TVC). The survey finds that more than half of all respondents welcome the tax deductible schemes and almost all (98%) respondents feel "having regular income after retirement" is important. Key findings of the survey include:

Nearly 80% of respondents will consider enrolling in VHIS plans or are interested in learning more about the scheme

- Nearly 60% (58%) of respondents find VHIS tax deductions appealing
- Around 80% (79%) of respondents plan to enrol in VHIS plans or find out more about the scheme
- Close to 60% (58%) of respondents who currently have medical insurance will purchase an additional or migrate their existing plan to a certified VHIS plan

Nearly 80% of respondents are thinking about purchasing deferred annuity plans

- More than half (52%) of respondents consider tax deductions for deferred annuity plans attractive
- Close to 80% (77%) of respondents are thinking about purchasing deferred annuity plans

Almost all who currently make voluntary MPF contributions are contemplating increasing their contribution amount

- Over half (52%) of respondents find tax deductions for MPF TVC appealing
- Almost all (96%) respondents who currently make voluntary MPF contributions are considering increasing their contribution amount
- Close to 60% (58%) of those who make only mandatory contributions may make voluntary contributions

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "Despite the pressing issues of an ageing population and rising medical inflation, almost half of the Hong Kong population still does not have any form of medical protection*. The survey shows that members of the general public are aware of the importance of medical protection and retirement planning. AIA Hong Kong is a market-leading insurer and approximately one in three people protected by individual medical insurance in Hong Kong is an AIA customer#. Guided by our 'customer-centric' philosophy, we will continue to enhance our products and customer experience. In celebration of AIA's Centennial this year, our professional team is well poised to roll out plans for Hong Kong people to enjoy the Government's tax deductible schemes, as well as offer comprehensive one-stop solutions combining medical protection and retirement planning. By empowering our customers to pursue and fulfil their life plans, we are bringing to life our brand promise of helping them live 'healthier, longer, better lives'."

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20 March 2019
Page two

The survey was conducted by Cimigo, an independent market research company, via online questionnaires and face-to-face interviews from 28 January to 10 February 2019. The 1,002 respondents from the city's working population were between the ages of 18 and 65. To ensure the survey was representative, survey data and responses were weighted against the demographics of Hong Kong's working population, including age, gender and monthly personal income.

On top of providing customers with protection and financial planning solutions, AIA Hong Kong has further developments for two of its value-added services:

"AIA Vitality" now integrated into the "AIA Connect" one-stop platform

The "AIA Vitality" app is going to be fully integrated into the "AIA Connect" mobile app to offer customers easy and comprehensive access to their "AIA Vitality" wellness programme membership, individual life and group policies, MPF and wealth management and AIA Hong Kong's products via one single platform. The app interface has been revitalised with a new look and features new functions, including digitalised customer rewards for maximum convenience in reward redemptions. By actively responding to customers' preferences in digital technology, the app delivers a more advanced, interactive and appealing digital experience for better user engagement.

Statistics also reveal increased participation in the programme. Moreover, significant health improvements among "AIA Vitality" members since their enrolment in the wellness programme show that it resonates with customers and underscores the vital role "AIA Vitality" plays in encouraging health and wellness.

- **Individual Membership:** From January to December 2018, for insurance products with an "AIA Vitality" version, close to 60% of new customers chose to purchase the "AIA Vitality" version and became an "AIA Vitality" member to enjoy an instant 10% premium discount* or 10% extra cover^ and an array of rewards and discounts offered by our partners.
- **Corporate Membership:** Membership increased by 34% from January 2018 to January 2019. In 2018, over 6,000 members participated in 10 Wellness Days and close to 50 wellness activities.
- **Body Mass Index Range:** Over 20%¹ of "AIA Vitality" members have moved from an "unhealthy" to a "healthy" body mass index range over their membership with the programme.
- **Cholesterol Level:** In terms of cholesterol, close to 40%¹ of "AIA Vitality" members have moved from "unhealthy" to "healthy" cholesterol levels after their first check-up.
- **Health Assessments:** "AIA Vitality" members completed close to 150,000 individual health assessments (including online health assessments, glucose/cholesterol/blood pressure/BMI measures), reflecting an over 50% year-on-year increase².

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20 March 2019
Page three

Personal Medical Case Management Service goes beyond traditional insurance protection

Since 2016, AIA Hong Kong has provided Personal Medical Case Management Service in collaboration with an independent third party. In the unfortunate event of being diagnosed with a serious illness, customers who are eligible for this service will have access to comprehensive and personalised care provided by a professional medical team, which will accompany them throughout their healthcare journey. Since its launch, the Personal Medical Case Management Service has handled over 1,000 cases and gained positive recognition with an average score of 4.65 out of 5 points¹ in a Customer Satisfaction Survey.

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¹ Data recorded as of December 2018

² Data recorded from November 2017 to October 2018

* Census and Statistics Department – Thematic Household Survey Report No. 63, published on Dec 2017

Based on Hong Kong Special Administrative Region Census and Statistics Department – Thematic Household Survey Report No. 63, Dec 2017, Table 7.1a and AIA internal data

+ Data provided by third party service provider



Mr. Peter Crewe, Chief Executive Officer, AIA Hong Kong & Macau (2nd from left);
Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management,
AIA Hong Kong & Macau (right); and

Mr. Ip Man Kit, VHIS Lead, Chief Technology & Operations Officer, AIA Hong Kong & Macau (1st from left),
outlined the Company's strategy for 2019. To support the government's tax deductible schemes for VHIS, deferred annuity premiums and Mandatory Provident Fund Tax Deductible Voluntary Contributions, AIA Hong Kong will provide comprehensive one-stop solutions combining medical protection and retirement planning.

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20 March 2019
Page four



Mr. Peter Crewe, Chief Executive Officer, AIA Hong Kong & Macau said that this year marks AIA's Centennial. The Company will continue to adhere to its "customer-centric" philosophy to enhance its products and customer experience to help customers live "healthier, longer, better lives".



Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management, AIA Hong Kong & Macau said AIA Hong Kong's survey found that more than half of the respondents consider tax deductions for deferred annuity plans and for MPF TVC appealing. As the life expectancy of Hong Kong people continues to increase, deferred annuities and MPF will be one of the key pillars of retirement planning for people.

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20 March 2019
Page five



Mr. Ip Man Kit, VHIS Lead, Chief Technology & Operations Officer, AIA Hong Kong & Macau said AIA Hong Kong's survey found that close to 80% of respondents intend to enrol in VHIS plans or find out more about the scheme. AIA Hong Kong fully supports VHIS to help people in obtaining enhanced medical protection.

About "AIA Vitality"

"AIA Vitality" is a game changing wellness programme which redefines the traditional concept of insurance, it aims to reward customers to live a healthy lifestyle. Purchase any "AIA Vitality" selected insurance product and receive an instant 10% premium discount* or 10% extra cover^ and an array of rewards and discounts offered by our partners. Simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status for more discounts and rewards.

* The premium discount is only applicable to "AIA Vitality" selected insurance products. Please visit AIA Hong Kong's website aia.com.hk – "AIA Vitality".

^ Extra cover means AIA Vitality Power Up Coverage, which is a percentage of initial Sum Assured added for the sole purpose of computing the death benefit or the major illness benefit for once when it becomes payable. The membership fee of "AIA Vitality" is HK\$/MOP300 for one year. The membership fee may change at any time without prior notice. Please visit AIA Hong Kong's website aia.com.hk – "AIA Vitality" for more information.

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20 March 2019
Page six

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 16,500 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 February 2019 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 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\$230 billion as of 31 December 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 more than 33 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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