



**HEALTHIER, LONGER,
BETTER LIVES**

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 Wins Multiple Awards for Excellent Customer Services, Market Promotion and Products

Hong Kong, 9 April 2019 – AIA Hong Kong won multiple accolades for excellent customer services, market promotion and products at several award programmes, including Eastweek's "Hong Kong Service Awards 2019", Sing Tao Daily's "Sing Tao Service Awards 2018", Campaign Asia Pacific's "Event Marketing Awards 2019", and the "Ohpama Brand Awards 2018".

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "AIA Hong Kong continues to uphold a customer-centric philosophy and a commitment to providing quality products, professional services and innovative marketing campaigns that enable us to connect with the public and garner their trust. These awards once again affirm that our products, services and campaigns are welcomed by customers and recognised by professional judges and the public. Going forward, we will continue to provide the most comprehensive protection, wealth management and retirement solutions to help people live healthier, longer, better lives."

"Hong Kong Service Awards 2019" by Eastweek

AIA Hong Kong was recognised at Eastweek's "Hong Kong Service Awards" in both the Insurance and MPF categories for the eighth and seventh consecutive year respectively. This is a testament to the Company's continuous enhancements in service quality and products tailored to customers' needs. Winning brands were nominated by Eastweek's editorial board and selected by online votes from the public, verifying the winners' excellent performance.

"Sing Tao Service Awards 2018" by Sing Tao Daily

For the second consecutive year, AIA Hong Kong received an accolade in the "Life Insurance Services" category of the "Sing Tao Service Awards". With this award, the Company's professional services were recognised by judges and the public. The winners were selected by the public and a panel of judges based on the criteria of brand awareness, service quality, brand positioning, trustworthiness, brand communication, understanding of customer needs and service support. As such, this recognition is highly regarded by the business community.

"Event Marketing Awards 2019" by Campaign Asia Pacific

The Company-sponsored Hong Kong Observation Wheel Presented by AIA and AIA Vitality Park won the Gold Award for the "Best Sponsorship" category. AIA Hong Kong also won the "Best Integrated Marketing" Bronze Award for its campaign "Celebrating 5 Years of the AIA Carnival", making it the best-performing insurance company at the awards. The "Event Marketing Awards", now in its third year, employs a rigorous selection process for nominees across the Asia Pacific region and winners are chosen by industry professionals.

“Pama Most Favourite Health Protection Award” at “Ohpama Brand Awards 2018”

AIA won the “Pama Most Favourite Health Protection Award” at the “Ohpama Brand Awards 2018” for its outstanding products. The awards were organised by Ohpama.com, a local parenting website. Winning brands were selected by a public poll and ranked by the website’s editorial board, and the winners are widely recognised for their exceptional performance.



Ms. Miranda Leung, Chief Life Officer (right), and Mr. Ivan Liu, Head of Corporate Client Service (left) of AIA Hong Kong & Macau, represent AIA Hong Kong to receive awards at Eastweek’s “Hong Kong Service Awards 2019”.



Ms. Ann Yung, Deputy Chief Life Officer of AIA Hong Kong & Macau, accepts an award on behalf of the Company at the “Sing Tao Service Awards 2018” by Sing Tao Daily.



Mr. Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong Kong & Macau (fifth from the left) and the AIA Hong Kong team accept the “Best Sponsorship” Gold Award at Campaign Asia Pacific’s “Event Marketing Awards 2019”, with Michael Denmark, Chief Executive Officer of The Entertainment Corporation Limited (TECL),(fifth from the right)and his team.



Ms. Edith Yiu, Chief Brand and Communications Officer of AIA Hong Kong & Macau, accepts the “Pama Most Favourite Health Protection Award” on behalf of the Company at the “Ohpama Brand Awards 2018”.

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”).

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905