



**HEALTHIER, LONGER,  
BETTER LIVES**

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## Media Release

### **AIA Hong Kong Recognised at Internationally Acclaimed “Celent Model Insurer Awards” for its Digital Technology in addition to Other Professional Accolades**

Hong Kong, 14 May 2019 – AIA Hong Kong is committed to harnessing industry-leading digital technology and big data to actively engage customers and better understand their needs in order to develop tailor-made products and services. The Company has recently been honoured at the internationally acclaimed “Celent Model Insurer 2019 Awards” for its digitalisation efforts, and also recognised by two prestigious awards: Marketing Magazine’s “Mob-Ex Awards 2019” and “Hong Kong ICT Awards 2019”.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “Insurers around the world are investing heavily in the development of data analytics capabilities and artificial intelligence technology. It is harder than ever for companies to stand out in today’s competitive digital environment. AIA Hong Kong has outperformed nearly 60 insurance companies from 21 countries to be honoured at the internationally acclaimed ‘Celent Model Insurer 2019 Awards’. The accolade is a testament to our success in harnessing big data analytics to better understand customers’ needs. This has enabled us to deliver targeted protection and wealth management solutions that meet international standards. Going forward, we will continue to uphold our ‘customer-centric’ philosophy in engaging and nurturing strong and enduring relationships with our customers, helping people live healthier, longer, better lives.”

#### **“Celent Model Insurer 2019 Awards”**

AIA Hong Kong won the Fintech Award in the Data, Analytics and Artificial Intelligence category for its “Day Day Connect i-Intelligent Customer Engagement Platform”. The Company faced fierce competition for the award, which received over 90 nominations from around 60 insurance companies of 21 countries. “Day Day Connect i-Intelligent Customer Engagement Platform” leverages Fintech with industry-leading data analysis and machine learning technology, helping the Company to identify the protection gaps for its customers, matching them with appropriate protection solutions. AIA Hong Kong’s win of this global award is a further testament that its data analytic system has garnered international recognition.

#### **Marketing Magazine’s “Mob-Ex Awards 2019”**

AIA Hong Kong’s “Day Day Connect i-Intelligent Customer Engagement Platform” won the Silver Award for “Best Insight Driven Mobile Marketing” at the “Mob-Ex Awards 2019” organised by marketing periodical, Marketing Magazine. The Company also took the Bronze Award for “Best App Lifestyle/ Entertainment” for iGift, its one-stop electronic platform for greeting cards and gifts. The platform enables financial planners to create delightful surprises for customers in just three minutes and to connect with customers all year around. The “Mob-Ex Awards” recognise corporations for their outstanding performance in mobile marketing. Winners are selected by a panel of industry experts through a stringent judging process.

### “Hong Kong ICT Awards 2019”

AIA Hong Kong was presented with Merit award in the FinTech Award (Banking, Insurance & Capital Market) in recognition of its customer-centric “Digital Ecosystem”, being the only insurer to be honoured at the “Hong Kong ICT Awards 2019”. The Ecosystem connects customers, frontline agency force and the Company via an all-in-one intuitive platform. It offers a 360° view of customers, enabling financial planners to engage the right customers in the right way using “AIA i-Intelligent Event Trigger” and iGift. It also places customer preferences at financial planners’ fingertips throughout the omni-channel engagement journey to provide customers with appropriate protection solutions.

Steered by the Office of the Government Chief Information Officer, and organised by Hong Kong ICT industry associations and professional bodies, the “Hong Kong ICT Awards” aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thus encouraging innovation and excellence among Hong Kong’s ICT talents and enterprises in their constant pursuit of creative and better solutions. AIA Hong Kong was also invited to participate at the HKTDC International ICT Expo to exchange experiences and ideas with exhibitors from around the globe.



Mr. Ralph Yu, Chief Customer Officer of AIA Hong Kong & Macau, accepts the “Celent Model Insurer 2019 Awards” on behalf of the Company.

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AIA Hong Kong team receives the “Mob-Ex Awards 2019”.



AIA Hong Kong team presented with the “Hong Kong ICT 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 over 16,500 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 February 2019      <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 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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