



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

AIA Honoured at the Reader's Digest Trusted Brand Awards for 16 Consecutive Years and AIA Hong Kong Wins Three Silver Awards and One Bronze Award at the "MARKies Awards 2019"

Hong Kong, 19 June 2019 – Throughout its 100-year history, AIA has been awarded on countless occasions. Recently, AIA Hong Kong and AIA Group were honoured at the Reader's Digest Trusted Brand Awards for the 16th year in a row with three accolades. In addition, AIA Hong Kong won three silver awards and one bronze award at the "MARKies Awards 2019" organised by the prestigious "Marketing Magazine", making it the biggest winner in the insurance industry.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "As an insurance company with a century of history, AIA deeply believes that creating a reputable brand requires concerted and sustained effort across the organisation. Our customer-centric philosophy enables us to thoroughly understand customers' needs on protection and wealth management solutions. This, together with quality products, good customer experience, outstanding marketing strategies and the use of cutting-edge digital platforms has helped us earn the trust of the public and attain recognition over the years. Brand reputation is one of AIA's most vital assets, and I believe our professional team will continue to strengthen our brand's image and offer the best products and services to our customers, so as to help people live healthier, longer, better lives."

AIA won the following three prestigious accolades at the **"Reader's Digest Trusted Brand Awards"**:

- AIA Hong Kong was honoured with the "Trusted Brand Platinum Award - Insurance Company for Hong Kong" for the sixth consecutive year. It is the highest distinction in the category and the Company had to score significantly higher than the runner-up to win the award;
- AIA Group won the "Trusted Brand Asia Gold Award", a regional award which requires the recipient to stand out in at least three markets. AIA Group is the only insurance company to receive this award in the financial institution sector this year;
- AIA Hong Kong was awarded "Trusted Brand Gold Award – Provident Fund for Hong Kong" for the fourth consecutive year.

AIA Hong Kong won three silver awards and one bronze award at the **"MARKies Awards 2019"**, giving the Company the highest number of wins in the industry:

- "AIA Connect" mobile application won the silver awards for "Best Idea – Apps" and "Best Use of Apps";
- "AIA 100 · Water Curtain" won the silver award for "Best Idea – Design" and the bronze award for "Best Idea – Events".

"AIA Connect" is a one-stop customer service application that enables users to manage all individual insurance policies and investment portfolios with a single Login ID and password. AIA Vitality members are also able to login directly to check their points and membership privileges, as well as review their health data.

To celebrate AIA Group's centenary, a six-metre high "AIA 100 · Water Curtain" was specially built and put on display at The AIA Carnival. Visitors could pick from a selection of well wishes and have them projected on the huge water curtain message board, which was illuminated by dynamic and vibrant lighting effects.

The Reader's Digest Trusted Brand survey is one of the most authoritative of its kind in Asia. Now in its 21st year, this survey covers many major countries and regions in Asia. Respondents are required to choose their most trusted brand in each product and service category based on six qualitative criteria: trustworthiness & credibility, quality, value, understanding of customer needs, innovation, and social responsibility.

The "MARKies Awards 2019" aims to recognise the Hong Kong companies with the most innovative, creative and effective marketing strategies. The judging panel comprises industry leaders and senior marketing experts. There were 36 categories for industry pioneers to compete in this year.



Mr. Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong Kong & Macau (middle),
Mr. Benne Ng, Head of Corporate Client Communications, Corporate Solutions of AIA Hong Kong & Macau (right),
and
Mr. Ronald Wong, Associate Director, Brand and Marketing of AIA Group (left),
receive the Reader's Digest Trusted Brand awards.

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AIA Hong Kong team receives two silver awards at the "MARKies Awards 2019"
with the "AIA Connect" mobile application.



AIA Hong Kong team presented with a silver and a bronze award at the "MARKies Awards 2019"
with "AIA 100 · Water Curtain".

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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