



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

AIA Hong Kong Receives Prestigious “Best SME’s Partner Award 2019” for Providing Flexible and Suitable Products to Enhance the Competitiveness of SMEs

Hong Kong, 28 June 2019 – AIA Hong Kong has been honoured with the “Best SME’s Partner Award 2019” by the Hong Kong General Chamber of Small and Medium Business (“HKGCSMB”) for the second consecutive year. The accolade recognises AIA Hong Kong’s commitment to be the most preferred partner of small to medium-sized enterprises (“SMEs”) by providing flexible and suitable products and services to enhance their competitiveness.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “We understand that SMEs are a key pillar of Hong Kong’s economy, accounting for over 98% of the total business units in the territory and providing job opportunities to over 1.3 million people¹. AIA Hong Kong is therefore committed to supporting their business by providing one-stop group insurance and MPF products and services to both SME employers and employees. This total solution helps employers alleviate administrative workload and meet employees’ on-job and retirement needs on protection and wealth management. By so doing, we are creating shared value for the community at large, helping people live healthier, longer, better lives.”

Guided by its customer-centric philosophy, AIA Hong Kong is committed to providing comprehensive ‘Employee Benefits Solution’ to corporations and their employees. At the end of last year, the Company launched the AIA Flexi Choice Group Insurance Plan specially designed for SMEs, even those with as few as three employees. Under the Plan, employers can build the package by simply selecting the appropriate core benefits according to their budget. Optional benefits, including life and accident, outpatient and dental, that suit their employees’ needs can be added with more than 100 combinations. The cover can also be extended to the dependents of insured employees, enabling corporates and SMEs in particular to customise their group insurance plan in accordance with their needs.

The “Best SME’s Partner Award” was first organised by HKGCSMB. Winners were selected by a judging panel comprising government officials, Legislative Councillors and professionals. The Award recognises organisations and corporations that have made contributions in supporting and facilitating the business operation and development of local SMEs. The winners are widely recognised for their excellent performance.

¹Source: Trade and Industry Department https://www.success.tid.gov.hk/english/aboutus/sme/service_detail_6863.html
“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

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Ms Elaine Lau, Chief Corporate Solutions Officer of AIA Hong Kong & Macau receives the “Best SME’s Partner Award 2019” presented by the Hong Kong General Chamber of Small and Medium Business on behalf of the Company.

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.

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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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