



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

**AIA Hong Kong Launches the “Go Green Lifestyle” Campaign
Encouraging the use of digital platforms while supporting World Wild Fund**

Hong Kong, 20 August 2019 – AIA Hong Kong is pleased to announce its “Go Green Lifestyle” Campaign, a donation initiative that supports environmental protection while improving customer experience and boosting efficiency. This donation campaign enables the company and its clients to create shared value for the community at large and the environment in general through the increased use of digital platforms to manage their insurance policies.

Under the “Go Green Lifestyle” Campaign, from 20 August to 31 December 2019, AIA Hong Kong will donate HKD8 via the AIA Foundation to the WWF-Hong Kong for each policyholder who chooses to receive e-copies of their insurance policies, and downloads and logs into the “AIA Connect” mobile app to retrieve information about their insurance policies. Through the “Go Green Lifestyle” Campaign, AIA Hong Kong aims to encourage the use of digital platforms to enhance customer service excellence while working with customers on protecting the environment.

Mr. Ip Man Kit, Chief Technology and Operations Officer of AIA Hong Kong, said: “Guided by our ‘customer-centric’ philosophy, we have been harnessing industry-leading digital technology and providing tailored e-services and solutions to enhance customer experience. At the same time, as a socially responsible corporate entity, we always look for ways to contribute to the community. Our ‘Go Green Lifestyle’ Campaign serves a dual purpose: it speaks of AIA Hong Kong’s strong commitment to adopting digital technology to maintain service excellence, while also pursuing a green way of doing business to preserve the environment. We hope this Campaign can encourage our customers and the community at large to live healthier, longer, better lives.”

The “AIA Connect” mobile app is a single platform that connects users to various other AIA Hong Kong mobile apps through a single interface. The app allows policyholders to manage their insurance plans and investments anytime, anywhere in a simpler, easier and more efficient way.

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 Foundation

AIA Foundation was established by AIA Hong Kong in 1995 with the mission to create shared value by driving social and economic development. It affirms our long-term commitment to invest in nurturing our children and youth to build a healthier and more productive future human capital. Our wide variety of activities advocating physical health, mental health and financial health demonstrate our brand promise to help our future generations live healthier, longer, better lives.”

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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