



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

**AIA Hong Kong Achieves Consecutive Wins
in Three Financial Education and Insurance Awards**

Hong Kong, 4 December 2019 – AIA Hong Kong has recently won multiple financial education and insurance awards. It has been named as one of the awarded organisations of the “Financial Education Champion Award 2020” organised by the Investor and Financial Education Council for the second consecutive year, a testament to AIA Hong Kong’s commitment to promoting financial literacy to the general public. AIA Hong Kong also, once again, received the “Critical Illness Insurance Award” and the “Excellence Award for Most Innovative Insurance Product” at “Sing Tao Parents’ Choice Brand Awards 2019” and Sky Post’s “Banking & Finance Awards 2019” respectively, reaffirming the Company’s commitment to the “customer-centric” philosophy by developing the best tailored insurance products worthy of professional and public recognition.

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “These three awards are solid acknowledgement of our dedication to quality products and financial education. AIA Hong Kong has been closely keeping pace with market development and innovating flexible and comprehensive insurance solutions to cater to the needs of different customers. At the same time, we are committed to raising financial literacy in Hong Kong. By sharing financial knowledge through various channels, we help people understand their individual protection and wealth management needs. This prepares them to make effective financial decisions and live Healthier, Longer, Better Lives.”

The Financial Education Champion Award recognises different sectors’ contributions to advancing financial education and improving financial literacy in Hong Kong. Following the government’s provision of tax deductions in April, AIA Hong Kong launched the “Tax Deductible” Product Series, covering MPF Tax Deductible Voluntary Contribution, deferred annuity products and Voluntary Health Insurance Scheme. Through robust above- and below-the-line promotion campaigns of these products, AIA Hong Kong successfully raised public awareness on retirement and medical protection.

In both the “Sing Tao Parents’ Choice Brand Awards 2019” and the Sky Post’s “Banking & Finance Awards 2019”, winners were selected by a judging panel comprised of industry professionals as well as through public voting. As such, the winners well deserved for the two accolades that recognise quality insurance products and services.

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Ms. Elaine Lau, Chief Corporate Solutions Officer of AIA Hong Kong & Macau, represents the Company to receive the “Financial Education Champion Award 2020” organised by the Investor and Financial Education Council.



Mr. Felix Fung, Head of Product Strategy and Management of AIA Hong Kong & Macau, receives the “Critical Illness Insurance Award” at “Sing Tao Parents’ Choice Brand Awards 2019” and the “Excellence Award for Most Innovative Insurance Product” at Sky Post’s “Banking & Finance Awards 2019” 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 March 2019

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and mandatory provident fund customers (as at 31 March 2019)

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