



**AIA Hong Kong**

AIA Hong Kong Tower,  
734 King's Road,  
Quarry Bay, Hong Kong  
T: (852) 2881 3333

AIA.COM.HK

## Media Release

### **AIA Hong Kong Launches First-in-Market COVID-19 Alert Service on Mobile App in Hong Kong Utilises Geo-Fencing Technology to Give Users Peace of Mind Anytime, Anywhere During Critical Times**

Hong Kong, 18 March 2020 — Deeply rooted and committed to Hong Kong and Macau, AIA Hong Kong understands the public's concerns about COVID-19 and has launched a first-in-market innovative service on "AIA Connect". Upon downloading the "AIA Connect" mobile app, all registered users (both AIA and non-AIA customers) can receive the latest information and alerts<sup>1</sup> about COVID-19 cases in different districts throughout Hong Kong. Once users are within around 200 metres of buildings with probable or confirmed cases, they will immediately receive mobile alerts from "AIA Connect" mobile app. Users can also choose to view details<sup>1</sup> – such as Case Number, Gender and Age – for each listed case. This new feature combines the Office of the Government Chief Information Officer's Application Programming Interface (API) data on the disease spread, Global Positioning System (GPS) and Geo-Fencing<sup>2</sup> technologies. Users can opt to turn on or off alert functions for all or specific locations to receive the latest updates<sup>1</sup> provided by the Government anytime and anywhere at their own convenience. To experience AIA Hong Kong's innovative digital service, users in Hong Kong and Macau can simply download "AIA Connect" mobile app from [App Store](#) or [Google Play](#) onto their mobile devices.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said: "AIA Hong Kong deeply understands the public's concerns on the continued spread of COVID-19, so we are harnessing digital technology to help users closely track and be mindful of the locations of cases through the 'AIA Connect' mobile app. This initiative goes beyond the service scope of an insurance company and demonstrates another aspect of how we utilise technology to bring peace of mind and support to our customers during critical times."



"AIA Hong Kong has been keeping abreast of the latest development of the disease and promptly rolled out diverse measures, such as free enhanced protection and claim support measures, to fully support customers in managing the challenges posed by COVID-19 and help people live 'Healthier, Longer, Better Lives'."

AIA Hong Kong has already launched a series of support initiatives, including free enhanced protection, claim support measures and "Non-Face-to-Face Purchasing" arrangement to help customers purchase AIA Deferred Annuity Plan and AIA Voluntary Health Insurance Scheme before the end of the Tax Year. Standing by Hong Kong people in the fight against the disease, AIA Hong Kong is also providing free protection cover to frontline cleaning workers in Hong Kong and Macau, and distributing Health Protection Kits to less privileged families through AIA Foundation. Furthermore, Dr. York Chow, Chief Medical Officer and Corporate Advisor of AIA Hong Kong & Macau, has filmed a series of videos to offer information and advice on COVID-19 to support Hong Kong people during this testing time.

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	<p>Once users are within around 200 metres of buildings with probable or confirmed cases, they will immediately receive mobile alerts from the “AIA Connect” mobile app.</p>
	<p>Users can opt to turn on or off alert functions for all or specific locations to receive the latest updates<sup>1</sup> provided by the Government anytime and anywhere, gaining peace of mind.</p>

<sup>1</sup>“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

	<p>Please view the video <a href="http://bit.ly/38UiB81">http://bit.ly/38UiB81</a> to find out more about the “AIA Connect” – COVID-19 Alert Service in Hong Kong.</p>
	<p>Scan the QR Code on the left and follow the instructions on screen to download the “AIA Connect” mobile app onto mobile device.</p> <p>Users in Hong Kong and Macau can also download the “AIA Connect” mobile app from <a href="#">App Store</a> or <a href="#">Google Play</a> onto their mobile devices.</p>

**Remarks:**

<sup>1</sup> Information and updates are provided by DATA.GOV.HK.

<sup>2</sup> Geo-Fencing is a type of Location-Based Service application using a virtual perimeter to define a virtual geographic area. When users enter this geographic area, they will receive a location-specific push service on their mobile phones.

AIA Hong Kong is providing a series of measures in light of COVID-19; please visit the dedicated [Novel Coronavirus page](#) on AIA Hong Kong corporate website for details.

	Details
<b>Providing customers with timely and caring support</b>	<ul style="list-style-type: none"> <li>• <a href="#">AIA Hong Kong provides free enhanced protection and claim support measures. Determined to stand by all customers to fight against the Novel Coronavirus</a></li> <li>• <a href="#">AIA Hong Kong launches “Non-Face-to-Face Purchasing” arrangement, Purchase AIA Deferred Annuity Plan and AIA Voluntary Health Insurance Scheme anytime, anywhere</a></li> </ul>
<b>Standing by Hong Kong people</b>	<ul style="list-style-type: none"> <li>• <a href="#">AIA Hong Kong provides free protection cover for frontline cleaning workers in light of Novel Coronavirus outbreak, HK\$/MOP15,000 free Lump Sum Benefit and HK\$/MOP15,000 Death Benefit for the unsung heroes to fill protection gap</a></li> <li>• <a href="#">AIA Foundation pledges to fight against the Novel Coronavirus with Hong Kong People, Donating 10,000 Health Protection Kits to less privileged families</a></li> </ul>
<b>Dr. York Chow’s advice</b>	<ul style="list-style-type: none"> <li>• <a href="#">Advice on Novel Coronavirus by Dr. York Chow, Chief Medical Officer and Corporate Advisor of AIA Hong Kong and Macau</a></li> </ul> <p><b><u>Dr. Chow’s Health Tips against Novel Coronavirus</u></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Episode 1: All you must know about preventing Novel Coronavirus</a></li> <li>• <a href="#">Episode 2: Three ways to prevent Novel Coronavirus</a></li> <li>• <a href="#">Episode 3: Preventive measures for work and going out</a></li> <li>• <a href="#">Episode 4: Take care of your loved ones</a></li> </ul>

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### **About “AIA Connect” Mobile App**

Underpinned by its “customer-centric” philosophy, AIA Hong Kong is committed to offering superior customer service and experience through industry-leading digital solutions that leverage innovative technology and appropriate technology applications. “AIA Connect” mobile app is a key component of AIA Hong Kong’s persistent and long-term commitment in digital innovation, which enables customers to manage their individual protection, wealth management, employee benefits and MPF plans, and AIA Vitality through a one-stop window anytime, anywhere, so they can easily experience the convenience brought about by technology, and enjoy instant, fast and convenient services.

### **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 18,000 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 September 2019

<sup>2</sup> 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)

AIA Hong Kong  
Ms. Deronie Tan  
+852 2881 4413

Bentley Communications Limited  
Mr. Ian Li  
+852 3960 1905