



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 Crowned “Model Insurer of the Year” at Celent Model Insurer Awards First Company Winning Top Honour for Two Consecutive Years

HONG KONG, 20 April 2020 – AIA has once again outshined industry peers to receive the “Model Insurer of the Year”, the highest honour bestowed at the Celent Model Insurer 2020 Awards – an internationally acclaimed award that recognises insurers’ excellence in the use of technology. Out of 112 nominations from 74 insurance companies in 32 countries around the world, AIA Hong Kong’s submission – “AIA Super Connect”, a fintech ecosystem built to provide world-class customer experience with real-time personalised solutions – was selected as the ultimate winner of the year, making AIA the first company ever to receive this top distinction two years in a row. The accolade is a testament to the Company’s success in harnessing industry-leading technology, data, analytics and artificial intelligence to better understand and meet customer needs as well as to engage customers through a more efficient solution-driven approach.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “Customer-centricity is at the heart of our business. By leveraging the latest technology, we are able to develop new and innovative ways to better serve our customers and enhance the overall customer experience. The award is a validation on a global level of our excellence in the use of technology. We will continue our effort in technological advancement to deliver exceptional services and solutions as well as to help people live ‘Healthier, Longer, Better Lives’.”

“AIA Super Connect” initiative stood out in this fierce global competition for its extensive use and seamless integration of digital analytics and advanced artificial intelligence in identifying protection gaps, offering real-time personalised solutions and engaging customers in a timely and efficient manner.

Celebrating its 14th anniversary in 2020, Model Insurer Awards is an annual programme organised by Celent, a global financial services research and advisory firm. This year, nominations from all around the world were accepted to compete for the best practice of technology in five categories: Data, Analytics and AI, Digital and Emerging Technologies, Innovation Execution, Customer Experience Transformation, and Legacy and Ecosystem Transformation. Winners from all of the categories were reviewed by Celent insurance analysts across the world, and “AIA Super Connect” was crowned as the ultimate winner - the “Model Insurer of the Year”.

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Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau,
accepts the “Model Insurer of the Year” at the Celent Model Insurer 2020 Awards on behalf of the Company.

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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 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 September 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)

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905

“AIA” herein refers to AIA Group Limited and its subsidiaries.

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