



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 Launches Another Round of Charity Campaign to Continue Its Anti-Epidemic Effort

HONG KONG, 12 May 2020 – AIA Hong Kong & Macau (AIA) has launched another round of anti-epidemic charity campaign, through which the Company turns insurance policies into community care to continue its support for the less privileged in times of need. During the campaign, AIA made donation to AIA Foundation (AIAF) for every new Life/Individual Personal Accident insurance policy submitted by AIA financial planners from 16 March to 15 April. The donation was used to purchase 3,000 “Family Protection Boxes” for less privileged families in Hong Kong as well as to support Caritas Macau’s anti-epidemic community work. This is AIAF’s latest round of anti-epidemic charity activities after the donation of 10,000 Health Protection Kits to less privileged families in Hong Kong in March, and, in this round, AIAF extends the support beyond Hong Kong to reach the community in Macau.

Each of the Family Protection Boxes – an enhanced version of the Health Protection Kits distributed in March – includes more antiseptic supplies and staple food items such as noodles, oatmeal and biscuits, in addition to face masks, alcohol-based hand sanitiser, hand sanitising wipes, cooking oil and rice.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau and Director of AIA Foundation, said: “We are conscious there is a continuous need to support less privileged families since the outbreak of the COVID-19 virus. As a member of the larger community and a responsible corporate citizen, we feel it is important to identify sustainable ways to support our society. Therefore, following the donation of Health Protection Kits in March, we are delighted the Foundation can provide additional support to more families in need. We also hope this will encourage the wider community to continue to offer support and guidance to those families being hit the hardest at this time. By standing strong together, I firmly believe Hong Kong & Macau can overcome this unprecedented challenge.”

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



In its latest round of anti-epidemic charity campaign, AIA purchases 3,000 Family Protection Boxes through AIA Foundation for less privileged families in Hong Kong. Each box contains staple food items including rice, cooking oil, noodles, oatmeal and biscuits, in addition to virus-preventive essentials such as face masks, alcohol-based hand sanitiser and hand sanitising wipes.



Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau and Director of AIA Foundation (middle); Ms. Bonnie Tse, General Manager, Strategy & Wealth Management, AIA Hong Kong & Macau (2<sup>nd</sup> from left); Mr. Jim Jan Zen, General Manager, Agency Distribution, AIA Hong Kong & Macau (2<sup>nd</sup> from right); together with AIA Charity Supporting District representatives including Mr. Terence Yee, Executive District Director (3<sup>rd</sup> from right); Ms. Queenie Chan, Senior District Director (3<sup>rd</sup> from left); Mr. Joseph Li, District Director (1<sup>st</sup> from right); and Mr. Stephen Kwok, District Director (1<sup>st</sup> from left), represent the Company to donate the Family Protection Boxes to non-governmental organisations (NGOs), which will then distribute the boxes to less privileged families in Hong Kong.

#####

### **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 18,700 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 December 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 2020)

AIA Hong Kong  
Ms. Esther Chan  
+852 2100 1416

Bentley Communications Limited  
Mr. Ian Li  
+852 3960 1905