



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 “Remote Insurance Purchase” Covers Key Product Categories

Enables Customers to Purchase Insurance at Ease Anytime to Receive Uninterrupted Protection

Hong Kong, 11 June 2020 – AIA Hong Kong announces the launch of “Remote Insurance Purchase” (AIA Remote Insurance Purchase). Existing and new AIA Hong Kong customers* can communicate real-time and receive product information from AIA Hong Kong financial planners, as well as purchase insurance immediately via video conferencing. With the exception of Investment-linked Assurance Schemes (ILAS), customers can choose from key AIA Hong Kong insurance products – spanning Savings, Medical, Critical Illness, Life Policies and Personal Accident categories – enjoying yet another convenient insurance purchase channel to acquire suitable protection at ease anytime.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau said, “There are fewer face-to-face customer engagement opportunities due to the pandemic, yet customers’ need for comprehensive protection during this testing time is more imminent than ever. We are pleased that the Insurance Authority is responding to market needs proactively, and enables AIA Hong Kong as one of the insurers to implement remote insurance purchase via Insurtech Sandbox. As always, AIA Hong Kong responds swiftly and fully supports the new arrangement, and will launch AIA Remote Insurance Purchase in July. We will continue to leverage our leading edge in digital technology to proactively respond to the ever-changing market landscape, supporting our customers in realising their long-term protection and wealth accumulation goals, and helping them live Healthier, Longer, Better Lives”.

Following the roll out of the “Non-Face-to-Face Purchasing” temporary facilitative measure in early 2020, the AIA Remote Insurance Purchase further expands products available for online purchase to include key AIA Hong Kong insurance products, with the exception of ILAS. The launch in July will start with a group of eligible financial planners to assist customers in purchasing insurance products via video conferencing with recording, which will later be expanded to include all AIA Hong Kong financial planners.

Note:

* Customers over 65 years of age, with education level at primary level or below, or with no regular source of income are excluded.

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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 18,700 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 December 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 2020)

AIA Hong Kong
Ms. Deronie Tan
+852 2881 4413

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905