



## AIA Hong Kong

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## Media Release

### **AIA Honoured as Reader's Digest Trusted Brand for 17 Consecutive Years while AIA Hong Kong's Group Medical Insurance Service Wins at Economic Digest's The Outstanding Brand Awards**

**HONG KONG, 9 July 2020** – AIA has been honoured at the “Reader's Digest Trusted Brand Awards” for the 17<sup>th</sup> consecutive year – receiving three accolades this time – while AIA Hong Kong outshines peers in the “Group Medical Insurance Service” category at “The Outstanding Brand Awards 2020” organised by Economic Digest. The awards are testimony to the lasting consumer trust for AIA's outstanding brand and quality services.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “Winning a prestigious award for 17 years in a row is a remarkable feat that proves our products and services have earned the trust of the customers over the years. We understand the weight of our customers' expectations. We will continue to uphold our customer-centric philosophy by providing appropriate protection solutions for them throughout the different stages of their lives, and delivering on our brand promise of helping people live Healthier, Longer, Better Lives.”

The three accolades AIA won at the “**Reader's Digest Trusted Brand Awards**” are:

- AIA Hong Kong has won the “Trusted Brand Platinum Award – Insurance Company for Hong Kong” for the seventh consecutive year. It is the highest distinction in the category and the winner has to score significantly higher than the runner-up to win this award;
- AIA Group has been honoured with the “Trusted Brand Asia Gold Award” for the 17<sup>th</sup> year in a row. The winner of this award has to stand out from its peers in at least three markets;
- AIA Hong Kong has won “Trusted Brand Gold Award – Provident Fund for Hong Kong” for the fifth time.

In addition, AIA Hong Kong is the winner in the “**Group Medical Insurance Service**” category at “**The Outstanding Brand Awards 2020**” organised by Economic Digest. AIA Hong Kong has been committed to providing a comprehensive range of employee benefits for corporate customers, including one-stop solution covering pensions, group medical insurance and employee voluntary solutions, which allows employers and employees to enjoy all-rounded medical and retirement protection based on their budget and individual needs.

Winners of the "Reader's Digest Trusted Brand Awards" are selected according to the result of the publication's annual "Trusted Brand Survey", which is one of the most credible of its kind in Asia. In its 22<sup>nd</sup> year, the latest survey interviewed 8,000 consumers from five countries and regions in Asia. Respondents were asked to choose their most trusted brand in each product and service category based on six qualitative criteria: trustworthiness and credibility, quality, value, understanding of customer needs, innovation and social responsibility.

"The Outstanding Brand Awards" organised by Economic Digest, aims to encourage corporations' continuous efforts in enhancing brand competitiveness. Winners are selected by the public as well as a professional judging panel – each comprising 50% of the votes and reflecting public recognition of the winning companies.



Ms. Elaine Lau, Chief Corporate Solutions Officer of AIA Hong Kong & Macau (Middle),  
Mr. Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong Kong & Macau (Left) and  
Ms. Karen Dalglish, Director of Brand of AIA Group (Right) receive the "Reader's Digest Trusted Brand Awards"  
on behalf of AIA.

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On behalf of AIA Hong Kong, Ms. Elaine Lau, Chief Corporate Solutions Officer of AIA Hong Kong & Macau, receives "The Outstanding Brand Awards 2020" – "Group Medical Insurance Service" category organised by Economic Digest.

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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 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)

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