



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

**AIA Hong Kong Wins Platinum Award at LIMRA Creative Connections Award
Becoming First Asian Company to Win Highest Honour**

HONG KONG, 3 December 2020 – With its marketing creativity and excellence, AIA Hong Kong has won the Platinum Award¹ at the 4th global Creative Connections Award (the Award) organised by LIMRA – a worldwide research, consulting, and professional development association for the financial industry. The win makes AIA Hong Kong the first Asian company ever to receive the top honour at the Award and the only winner from Asia this year.

Ms. Bonnie Tse, General Manager, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “It is a great honour that AIA Hong Kong has become the first Asian company to win the Platinum Award – the top distinction at the LIMRA Creative Connections Award. A successful marketing strategy is built upon a genuine understanding of customer needs. We are committed to being ‘customer-centric’ and putting customers at the heart of everything we do. Complemented by a comprehensive and creative marketing strategy, we will continue to communicate in ways that resonate with the general public so as to help people live Healthier, Longer, Better Lives.”

Established in 2017, the Award recognises companies for their marketing excellence. Thirty-eight companies from seven countries and regions submitted 45 entries for the Award this year. A total of six winners – a Platinum, a Gold and a Silver from each of the two categories, namely “Companies with 4,501 corporate employees or more” and “Companies with 4,500 corporate employees or fewer” – are selected by the independent professional judging panel of the Award. AIA Hong Kong’s “Tax Incentive Programme” marketing campaign received the Platinum Award¹ in the latter category, making the Company the only winner from Asia this year and the first Asian company ever to win the top honour since the inauguration of the Award.

Serving the industry since 1916, LIMRA currently has close to 700 financial services corporate members in 53 countries. Through research and educational solutions, LIMRA supports companies on their performances and bottom-line decision making by helping them to understand their customers, markets, distribution channels and competitors.

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Featured in the picture is Ms. Bonnie Tse, General Manager, Strategy and Wealth Management of AIA Hong Kong & Macau, receiving the Award on behalf of the Company.

Remark:

1. Under the category of “Companies with 4,500 corporate employees or fewer”.

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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 19,800 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 October 2020

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and pension customers (as at 31 March 2020)

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