



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

**AIA Hong Kong Helps Customers Seize “Today • Plan for Your Future”
Comprehensive Protection for a Monthly Premium of Less Than HK\$500
Get Insured Now and Enjoy as High as 5.5 Months’ Premium Refund
Award-Winning Actor Nick Cheung Makes Mini-Film Debut and
Brings “Well Plan Man” to Life with a Humorous Touch**

HONG KONG, 8 January 2021 – As customers ring in the New Year, AIA Hong Kong launches “Today • Plan for Your Future” promotion campaign – covering 19 protection plans spanning accident, medical, life and critical illness protection, as well as savings insurance products. Encompassing health protection, wealth management and tax-deductible solutions, the promotion encourages customers to start health and wealth planning early at the start of the New Year. For a monthly premium of less than HK\$500¹, customers can receive a complete solution covering medical, critical illness, accident and life protection plans, and enjoy as high as 5.5 months’ premium refund².

Taking an example of a 22-year-old non-smoking male, for a monthly premium of less than HK\$500³ with premium payable on an annual basis that includes AIA Voluntary Health Insurance Flexi Scheme, Simple Care Essence, Xtra Protect, and Wisdom Term Life Plan, he is able to receive comprehensive protection for 115 diseases under critical illnesses, accident and life cover of up to HK\$500,000 and HK\$1.12 million, respectively, as well as enjoy tax deduction for the voluntary health insurance scheme.

Ms. Bonnie Tse, General Manager, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “The start of a new year marks an opportune time to plan for an amazing future – for yourselves and your families. To encourage customers to act now while also address their different needs, AIA Hong Kong launches this promotion – presenting 19 different products and attractive offers – along with a real-life example that illustrates how one can enjoy comprehensive protection with an affordable premium. We also offer a convenient digital platform, where under the new normal, customers can purchase protection plans in the comfort of their homes with no boundary. Don’t hesitate and act now, start with ‘Today • Plan for Your Future’ to chart your health and wealth blueprints in the new year and live Healthier, Longer, Better Lives.”

To further encourage people to make their life plans to start a new chapter in 2021, AIA Hong Kong is releasing a new mini-film “Today • Plan for Your Future - A Man and A Plan” starring award-winning actor Mr. Nick Cheung.

Ms. Tse added, “A renowned actor with top-notch acting skills, Mr. Cheung brings his dual characters to life: the ‘Well Plan Man’ with a humorous touch and the poised Financial Planner with a mature flair. The character switch brings out the positive message of the importance of health and wealth planning. He is perfect for the roles, reminding people to plan today for the future.”

In the five-minute mini-film, Nick Cheung first appeared as “No Plan Man”, who lacked goals and did not know how to make plans for his life. After a chance encounter with a former primary school classmate and getting inspired by a Financial Planner, he came to understand the importance of life planning, and was determined to become “Well Plan Man”. With sound health and wealth planning, he is able to live a Healthier, Longer, Better Life.

Nick Cheung’s first AIA mini-film “Today • Plan for Your Future - A Man and A Plan” will be officially released on AIA and other major social media platforms on 9 January at 6pm. In addition, Nick Cheung also stars in several amusing short AIA films, which will be rolled out later on AIA social media, digital media and TV platforms respectively. Stay tuned!

“Today • Plan for Your Future” Promotion Campaign – Protection Plans

<u>Specified Protection Plan⁴</u>		
1.	Severity-based Health Protection	AIA One Absolute – Cancer & Serious Infectious Disease Protection
2.	Accident Protection	Xtra Protect
3.		PAC Select 2
4.	Medical Protection	CEO Essence Medical Plan 2
5.		Super Good Health Medical Plan 2
6.		Severe Illness Medical Protection Rider
7.		AIA Voluntary Health Insurance Standard Scheme ⁵
8.		AIA Voluntary Health Insurance Flexi Scheme ⁵
9.		AIA Voluntary Health Insurance Prime Scheme ⁵
10.		Cancer Guardian 2
11.	Life Protection	Wisdom Term Life Plan
12.		Expert Term Life Plan
13.	Critical Illness Protection	Simple Care Essence
14.		Level-Up Protect Cancer Plan
<u>Selected Plan</u>		
15.	Savings Insurance	Bonus Power Vantage
16.		Simply Love Encore 3 (US\$ policy only)
17.		Fortune Promise
18.		AIA Deferred Annuity Plan ⁵
19.	Critical Illness Protection	Protect Elite Ultra 3 Series

All information above is for reference only. The product information in this material does not contain the full terms of the product, for the details of the product features, terms and conditions, exclusions and key product risks, you may refer to the product brochure and policy contract of relevant products or [click here to visit the website](#). Please refer to the campaign leaflet for more information on the promotion and offer.

Remarks:

1. Taking an example of a 22-year-old non-smoking male insured with premium payable on an annual basis with AIA Voluntary Health Insurance Flexi Scheme, Simple Care Essence, Xtra Protect, and Wisdom Term Life Plan. The premium will be adjusted upon renewal. Subject to underwriting requirement. Terms and conditions apply.
2. Premium refund will be applied to each eligible policy of Specified Protection Plan and not applicable to Selected Plan. The promotional period is from now until 31 March 2021, terms and conditions apply. Please refer to the campaign leaflet for more information.
3. The premium will be adjusted upon renewal. Subject to underwriting requirement. Terms and conditions apply.
4. Specified Protection Plan including AIA Vitality Series and Pearl Series of basic plans and supplementary contracts where applicable.
5. Applicable to Hong Kong only.

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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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