



AIA Hong Kong

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Media Release

AIA Hong Kong Wins Three Awards at “01 Gold Medal Awards” For Excellence in Technology, Marketing and Talent Development

HONG KONG, 26 January 2021 – AIA Hong Kong’s innovative technology, creative marketing strategy and outstanding talent development programmes have earned the recognition of the professional judging panel of “01 Gold Medal Awards” and brought the Company following accolades:

Award	Winning Project
Excellence Award of Innovative Technology	AIA Connect: Delivery of Customer Experience
Excellence Award of Talent Training & Development	AIA iAcademy: Digital Learning Journey
Excellence Award of Integrated Marketing Strategy	The Fight Against COVID-19

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau*, said, “It is our firm belief that, to make a marketing campaign really resonate with people, we have to genuinely understand our customers’ needs. And the use of InsurTech and efforts on nurturing exceptional talents also play a significant role in creating superb customer experience. The awards validate our ‘customer-centric’ philosophy and encourage us to remain steadfast in this commitment. We will continue to leverage our strengths in various aspects to provide our customers with more superior products and services, so as to help them live Healthier, Longer, Better Lives.”

Organised by *HK01*, the inaugural “01 Gold Medal Awards” acknowledges corporations that have responded to the situation brought by COVID-19 with perseverance and resilience in the past year. Judging criteria of the awards include: Resilience (corporate management and administration), Ingenuity (product innovation and creativity), Execution (market insight and marketing) and Corporate Social Responsibility.

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26 January 2021
Page 2



From AIA Hong Kong & Macau: Ms. Bonnie Tse, General Manager, Strategy and Wealth Management (3rd from left); Mr. Jim Jan Zen, General Manager, Agency Distribution (4th from left); and Mr. William Law, Head of Customer Experience & Transformation (2nd from left), lead the team to receive the three accolades at “01 Gold Medal Awards”.

Remark:

* Subject to regulatory approval.

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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 20,000 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 31 December 2020

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

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