



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

**AIA Outshines Hong Kong Insurance Industry Peers for Its Brand Excellence;
Becomes First Insurance Company to Earn Top Spot at YouGov Best Buzz Rankings for
Three Consecutive Years**

HONG KONG, 4 February 2021 – AIA ranks first in the Hong Kong insurance sector again in “Best Buzz Rankings 2020” conducted by YouGov, a global market research company. The latest ranking makes AIA the first insurance company in Hong Kong claiming the top spot for three consecutive years since the launch of “Best Buzz Rankings”, a testament to the general public’s continuous recognition of the AIA brand.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “YouGov Best Buzz Rankings recognises some of the most reputable brands available. Not only AIA is able to claim the top spot in the Hong Kong insurance sector, we are also the first insurance company ever accomplishing this feat for three years in a row. This reaffirms AIA is a distinguished brand and a household name. A strong and positive brand is built upon a genuine understanding of customer needs. Guided by our ‘customer-centric’ philosophy, we will continue to respond to customers’ protection and financial management needs through exceptional products, advanced digital technology and professional services, so as to help our customers live Healthier, Longer, Better Lives.”

Best Buzz Rankings 2020: The Buzz Rankings chart shows the brands with the highest average Buzz scores over a one-year period from 1 January to 31 December 2020. Ranking is based on the Buzz score derived from conducting public interviews, by asking respondents whether they had heard anything positive or negative about a brand in the past two weeks through advertising, news or word of mouth. Scores are calculated by subtracting the percentage of negative responses from the percentage of positive responses for each brand.

**YUGOV
BEST BUZZ
RANKINGS 2020
HONG KONG
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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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