



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

**AIA Hong Kong Wins Multiple International and Local Awards
In Recognition of Its Excellence in Use of Technology**

HONG KONG, 16 March 2021 – AIA Hong Kong has been recognised for its excellence in the use of technology once again by winning multiple honours at three international and local awards highly acclaimed by the industry. At the internationally renowned “Celent Model Insurer Awards 2021”, AIA Hong Kong has claimed three Model Insurer Awards to become the company with most awards this year. Other feats include: winning the top honour of “Best of Show – Brand” at the “Asia e-Commerce Awards 2021” organised by the prestigious marketing publication Marketing Magazine, which makes AIA Hong Kong the first company ever to have won the top honour two years in a row; and winning five gold and two silver awards at “Mob-Ex Awards 2021”.

AIA Hong Kong has won the following accolades in the three industry awards:

Industry Awards	Awards	Winning Projects	
Celent Model Insurer Awards 2021	3 Model Insurer Awards :		
	Digital and Emerging Technologies	AIA Smart	
	Innovation Execution	COVID-19 Alert Service on AIA Connect Mobile Application	
	Customer Experience Transformation	AIA Connect Mobile Application	
Asia e-Commerce Awards 2021	Top Honour: “Best of Show – Brand”		
	3 Gold Awards :		
	Best e-Commerce Campaign	iTravel Protect Digital Marketing Campaign	
	Best Solution – Sales Lead Generation		
	Best e-Commerce Innovation		
	2 Silver Awards :		
	Best e-Commerce – Financial Services		
Best e-Commerce Strategy			
Mob-Ex Awards 2021	5 Gold Awards:		
	Best Use of Mobile – Financial Services	COVID-19 Alert Service on AIA Connect Mobile Application	
	Best Result-Driven Mobile Campaign		
	Most Engaging Mobile Campaign		
	Best Use of Mobile – Insurance Services	AIA Connect Mobile Application	
	Best Mobile-Based Launch/Rebranding		
	2 Silver Awards:		
	Most Innovative Use of Mobile Technology	COVID-19 Alert Service on AIA Connect Mobile Application	
Best Use of Mobile – Customer Engagement	AIA Connect Mobile Application		

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Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “Winning multiple accolades at these three international and local awards is a testament to the wide recognition of AIA Hong Kong’s excellence in the use of technology. The development and application of InsurTech is a significant trend that will stay. As a leading insurance company, we will continue to introduce the latest digital technology and data analytics in various aspects, in order to provide more suitable products and create superb customer experience that can help people live Healthier, Longer, Better Lives.”

“**Celent Model Insurer Awards**” is an annual award organised by Celent, a global financial services research and advisory firm. This year, 99 nominations from 67 companies in 24 countries were accepted to compete for the best practice of technology in five categories: Digital and Emerging Technologies, Innovation Execution, Customer Experience Transformation, Data, Analytics and AI, and Legacy and Ecosystem Transformation.

Organised by Marketing Magazine, the “**Asia e-Commerce Awards**” honours corporations that have effectively adopted comprehensive and innovative e-Commerce strategies. The Awards this year featured 10 categories and were open to leading marketers across all industries. Award winners were selected by an esteemed panel of veteran marketers and e-Commerce industry leaders.

Organised by Marketing Magazine, the “**Mob-Ex Awards**” recognises corporations for their outstanding performance in mobile marketing. Winners are selected by a panel of industry experts through a stringent judging process.



AIA Hong Kong stands out in the use of technology and wins multiple awards at “Celent Model Insurer Awards 2021”, “Asia e-Commerce Awards 2021”, and “Mob-Ex Awards 2021”.

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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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