



**HEALTHIER, LONGER,  
BETTER LIVES**

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**Media Release**

**AIA Hong Kong Garners Four Accolades at “Hong Kong Service Awards 2021”, Including “Honour of Excellence” in Recognition of its 10 Years’ Continuous Win in “Insurance Service” Category**

HONG KONG, 28 April 2021 – AIA Hong Kong (the Company) has outshined industry peers in three award categories at the “Hong Kong Service Awards 2021” organised by East Week – winning the “Insurance Service” Award and the “MPF Service” Award for yet another year as well as earning the newly created “Voluntary Health Insurance Scheme (VHIS)” Award, a testament to the Company’s market leading position and its all-rounded exceptional performance. To mark AIA Hong Kong’s 10<sup>th</sup> consecutive year winning the “Insurance Service” Award, the organiser has also granted the Company the “Honour of Excellence” to recognise its continuous outstanding service in the past 10 years. These awards are affirmations of the longstanding recognition of AIA Hong Kong’s quality service by the general public and the professional judging panel.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “Insurance and MPF play an indispensable role in Hong Kong people’s financial planning, and with a growing health awareness, the general public’s need for quality medical services is also on the rise. AIA Hong Kong has been closely following customers’ evolving needs and is dedicated to helping them achieve their goals at different stages of their lives by providing suitable products and professional services. Winning the ‘Hong Kong Service Awards’ for multiple years in a row serves both as validation and encouragement for our customer-centric philosophy. To live up to our customers’ trust, we will continue to provide quality products and services so as to help more people live Healthier, Longer, Better Lives.”

Due to constraints of face-to-face interactions in the past year, more and more people are willing to purchase insurance policies online. With its strength in leading technology, AIA Hong Kong responds quickly to the evolving market situation and offers timely support to customers through a series of digital solutions, including the “Non-Face-to-Face Purchasing” arrangement, which allows customers to plan for protections at home via digital, telephone, postal and video-conference channels. In addition, the Company has collaborated with a leading telecom company and a top-tier hospital to launch the first telemedicine service in the insurance industry that is supported by a hospital, allowing customers to receive quality, convenient and efficient professional medical consultation services at the comfort of their homes.

In addition to providing a diverse range of medical protection solutions, the Company has also aligned with the Government policy to launch the “AIA Voluntary Health Insurance Scheme” Product Series, which allow customers to enjoy medical protections and tax deduction incentives<sup>1</sup> at the same time. In response to the public’s need for quality medical services, AIA Hong Kong has recently launched “AIA Voluntary Health Insurance Privilege Plus Scheme” and “AIA Voluntary Health Insurance Privilege Scheme”, offering two additional choices to customers seeking top-tier medical and extended care protections. According to the findings of a recent survey conducted by international research and data analysis firm YouGov, AIA is the most preferred brand<sup>2</sup> for VHIS by Hong Kong people, reflecting its leading position in the VHIS market.

To encourage and help the public to get timely preparation for retirement, since 2012, AIA Hong Kong has been conducting the annual “AIA Desired Retirement Tracker” to review the latest status of the public’s retirement planning, remind the public about the common misunderstandings, and offer them practical advices. In addition, the Company’s “Tax Deductible” Product Series not only cover VHIS and deferred annuity products, but also include MPF Tax Deductible Voluntary Contribution (MPF TVC) that helps the public enhance their retirement protections while allowing them to enjoy a maximum tax deductible limit<sup>1</sup> of HK\$60,000<sup>3</sup>.

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Nominations of “Hong Kong Service Awards” were submitted by East Week’s editorial board. To ensure the winners are well deserved, the selection process involved both judging panel’s view as well as online public voting.



AIA Hong Kong & Macau: Ms. Ann Yung, Head of Operations and Contact Management (centre); Ms. Elaine Lau, Chief Corporate Solutions Officer (right); and Ms. Grace Yan, Director, Contact Management (left), receive the four accolades of “Hong Kong Service Awards 2021” on behalf of the Company.

Remarks:

1. Tax deductions is one of the allowable deductions from assessable income, it does not equate to a direct deduction from total tax payable. AIA Hong Kong does not provide any tax or accounting advice. For details of tax deductions, please visit the Inland Revenue Department (IRD) of HKSAR website and consult tax and accounting advisors for tax advice.
2. AIA commissioned international research and data analysis firm YouGov to interview 1,020 respondents aged 18 years old or above in Hong Kong in January 2021.
3. This is the maximum tax deductions for MPF Tax Deductible Voluntary Contribution (MPF TVC) and qualifying deferred annuity premiums.

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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 planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.3 million customers<sup>2</sup>, 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.

<sup>1</sup> as at 31 December 2020

<sup>2</sup> 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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