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## Media Release

### **AIA Hong Kong Ranks among Industry Leaders Sweeping Five Accolades at “Greater Bay Area Insurance Award”**

**HONG KONG, 30 June 2021** – AIA Hong Kong swept five accolades at the “Greater Bay Area Insurance Award 2021 – Hong Kong Region” hosted by Metro Finance. These include the “Outstanding Anti-COVID19 Contribution Award of the Year”, the “Outstanding Critical Illness Protection Product Award”, the “Outstanding Marketing Strategies Award – New Media”, as well as the “Outstanding InsurTech Award” and the “Outstanding Online Platform Award” which the Company has won for the second consecutive year. The awards attest to the strong recognition by the industry and professional judging panel of the Company’s outstanding performance in a diverse range of businesses.

The five accolades won by AIA Hong Kong at the “Greater Bay Area Insurance Award 2021 – Hong Kong Region” are:

<b>Awards</b>	<b>Winning Projects</b>
Outstanding Anti-COVID19 Contribution Award of the Year	The Fight Against COVID-19
Outstanding Critical Illness Protection Product Award	AIA One Absolute – Full Protection
Outstanding InsurTech Award	Super Connect
Outstanding Marketing Strategies Award – New Media	Super Connect
Outstanding Online Platform Award	AIA Connect

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said: “AIA Hong Kong has always been addressing the needs of our customers. With Hong Kong as one of the key markets in the Greater Bay Area, we are honoured to have won five major accolades at the ‘Greater Bay Area Insurance Award’, outshining our peers in different business segments. It is particularly heartening to receive the ‘Outstanding Anti-COVID19 Contribution Award of the Year’, which recognises our efforts in forging ahead alongside the general public during the challenging circumstances last year. Under the new normal, we will continue to embrace customer-centricity to develop more quality products, while leveraging the latest digital technology to enhance customer experience to help people live Healthier, Longer, Better Lives.”

The award, in its third year and organised by Metro Finance, recognises insurers with outstanding products and services to set the industry benchmark of professionalism. The judging panel is composed of professionals from different sectors including academia, healthcare and political circles. Judging criteria include Key Market and Product Strategy (40%), Market Feedbacks (40%) and Future Development (20%), and awardees are all well-deserved winners.

AIA Hong Kong Ranks among Industry Leaders  
Sweeping Five Accolades at “Greater Bay Area Insurance Award”  
30 June 2021  
Page 2



From AIA Hong Kong & Macau: Ms. Bonnie Tse, General Manager, Strategy and Wealth Management (centre); Mr. Ralph Yu, Chief Customer Officer (second from left); Mr. Felix Fung, Head of Product Strategy and Management (first from left); Mr. William Law, Head of Customer Experience & Transformation (second from right); and Mr. Ivan Choi, Director of Marketing and Business Planning (first from right), receive the five awards at “Greater Bay Area Insurance Award 2021 – Hong Kong Region” on behalf of the Company.

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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 close to 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 March 2021

<sup>2</sup> AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and pension customers (as at 31 March 2021)

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