



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

**AIA Hong Kong Sets Up Digital Platform Partnerships
Joins Hands with Bloom to Launch “Care for You 24”**

**Simple, Convenient and Instant Cover for Purchases and Fast Claim Settlement within 24 Hours
for Only HKD7.8 Premium
First 10,000 Customers Enjoy Premium Waiver**

Hong Kong, 8 December 2021 – With the adoption of Technology, Digital, and Analytics (TDA) in full swing, AIA Hong Kong aims to further enhance customer experience through new digital interactive approaches. The Company announces today the launch of “Care for You 24” – its first scenario-based protection that revolves around customers’ lifestyle touchpoints and scenarios – to offer instant cover for their purchases. “Care for You 24” represents AIA Hong Kong’s first venture into partnership with digital platforms. The collaboration with Bloom, a local start-up and consumer app, enables customers to complete the entire journey of cover application and claim procedures¹ for purchases made at designated merchants via the mobile app with ease.

At a low premium of only HKD7.8, the successful applicant for “Care for You 24” will enjoy instant cover for accidental loss in function² of their purchase³ within 24 hours. Other purchases³ made at designated merchants within the 31-day cover period will also enjoy the 24-hour protection. Claims can be settled in as fast as 24 hours. The first 10,000 customers who successfully apply for “Care for You 24” during the promotion period will enjoy a one-time premium waiver⁴ and a brand-new shopping experience with protection that accentuates simplicity, convenience and speed.

AIA Hong Kong continues to enhance the total customer experience with its TDA-driven optimisation of services, processes and products, and has made remarkable achievements on different fronts. Customers’ e-adoption rate on buy, service and claim increased by 12 percentage points from 2019 to 2020. Chatbot utilisation rate has seen an over two-fold increase since its launch in 2018. In the first 10 months of 2021, nearly 100% of fund switching instructions were made via electronic channels.

Ms. Bonnie Tse, Chief Customer, Strategy and Transformation Officer of AIA Hong Kong & Macau, said: “We know that Hong Kong people love shopping. ‘Care for You 24’ offers customers a brand-new hassle-free shopping experience at a low premium. The entire journey from policy application through to claim submission resonates with the public’s quest for a shopping experience that exemplifies simplicity, convenience and speed. ‘Care for You 24’ further demonstrates AIA Hong Kong’s commitment to TDA and underlines its drive to collaborate with different digital platforms as a key business strategy to actively broaden touchpoints with customers. Adhering to our customer-centric philosophy, we will make protection a part of customers’ everyday life to tend to their every need and enhance customer experience, helping them to live Healthier, Longer, Better Lives.”

AIA Group Limited is incorporated in Hong Kong with limited liability.

“AIA Hong Kong & Macau”, “AIA Hong Kong”, “AIA Macau” or “the Company” herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).

“Hong Kong” and “Macau” herein refer to “Hong Kong Special Administrative Region” and “Macao Special Administrative Region”, respectively.

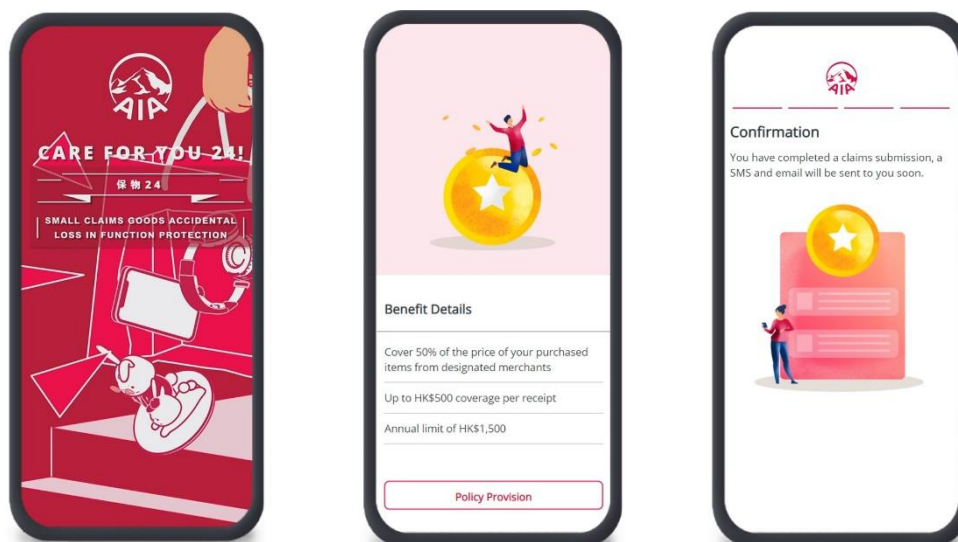
Key Features of "Care for You 24"

- **Benefit Details** – Protect the covered items³ (total amount of money paid for the goods as printed on the receipt is at least HKD500) during the cover period if an accidental loss in function happens within 24 hours of the purchase time:
 - Cover 50% of the purchase price of the covered item(s);
 - Up to HKD500 cover per receipt; and
 - Overall annual limit of HKD1,500.
- **Cover Period** – Other purchases³ made by the customer at designated merchants within the 31-day cover period also enjoy protection within 24 hours of purchase².
- **Simple and Fast Claims** – Customers can make a claim¹ via the app within three days from when the accidental loss happens. They should complete the claim form, provide the receipt and other documents showing the purchase time, purchase price, model, merchant's name, and photos or video showing the condition of the covered item(s). Claims can be settled in as soon as 24 hours upon completion of relevant procedures.

AIA Hong Kong's Remarkable TDA Achievements

Since AIA Hong Kong embarked on its TDA strategy, it has made notable results on different fronts, including:

- E-adoption rate on buy, service and claim increased by 12 percentage points from 2019 to 2020.
- Since its launch in 2018, Chatbot utilisation rate has seen an over two-fold increase.
- In October 2021, more than 50% of medical claim submissions by group insurance customers were made electronically, among which 80% of claims were settled within three days.
- As of October 2021, more than 60% of MPF tax-deductible voluntary contribution (TVC) account applications were made through electronic channels.
- In the first 10 months of 2021, nearly 100% of fund switching instructions were made electronically.



For purchases made at designated merchants, customers will enjoy instant 24-hour accidental loss in function protection² through "Care for You 24", which allows them to apply for the cover and complete claim procedures¹ entirely on the app.

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Remarks:

1. The entire application and claim procedures will be handled directly and solely by AIA.
2. Accidental loss in function (whether partial or total) of the covered item(s) that happens within 24 hours from the purchase time.
3. Goods purchased with the registered credit card with the Bloom App. Goods purchased by the insured for domestic use from a physical merchant shop as evidenced by a receipt but excluding: (a) expendable, skincare, cosmetic or other perishable items; (b) plants, animals or living creatures; and (c) contact lens.
4. The promotion period for the premium discount offer is from now until 31 December 2021.

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About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 20,000 financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.3 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes 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 30 June 2021

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2021)

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