

AIA Hong Kong

AIA Hong Kong Tower,
734 King's Road,
Quarry Bay, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release



**AIA Hong Kong Joins Hands with Leading Pharmaceutical Companies
AstraZeneca Hong Kong, Lilly, Novartis and Pfizer
to Launch “Health Plus Partnership Programme”
Showing Spirit of Giving Back to the Society
Offering Customers Additional Reimbursement Benefit on Cancer Medications**

Hong Kong, 5 May 2022 – Fostering the spirit of giving back to the society and promoting public health, AIA Hong Kong announces its partnership – first ever for insurance companies in Hong Kong – with four leading global pharmaceutical companies, AstraZeneca Hong Kong, Lilly, Novartis and Pfizer, to launch the “Health Plus Partnership Programme”. New customers of selected group medical tailor-made policies¹ will be the first to enjoy this additional reimbursement benefit on cancer medications. For insured members who are unfortunately diagnosed with cancer and if their prescribed cancer medications are on the eligible medication list² of the programme, they will be reimbursed additional benefit on top of the benefits as per the terms of their group medical insurance. With six types of medication mainly for breast cancer currently on the medication list, the programme helps to alleviate the financial burden of long-term treatment for cancer posed on unfortunate members who are diagnosed with the disease. AIA Hong Kong and the four pharmaceutical companies plan to expand the programme gradually to cover other customers, providing them with adequate and timely support while giving back to the society.

The collaboration reaffirms AIA Hong Kong’s commitment to be customers’ lifelong health partner, providing comprehensive support throughout their health journey through AIA “Health & Wellness 360”. The partnership with leading pharmaceutical companies provides crucial and concrete support for cancer patients on the aspects of “Protect Well” and “Get Well” in response to public concern on the fight against cancer. AIA Hong Kong and the four pharmaceutical companies will further explore extending the additional reimbursement benefit to cover other cancer medications to benefit more customers in need.

According to a report by the Hong Kong Cancer Registry, cancer is the number one killer in Hong Kong, accounting for 30.5% of all deaths. Furthermore, new cancer cases saw a 35% increase³ compared to 2009. A recent market survey⁴ commissioned by AIA Hong Kong also revealed that over 50% of respondents are concerned about critical illnesses such as cancer and stroke. Critical illness and cancer treatments are noted as their utmost concern on health-related needs for themselves and their families. For younger respondents aged 19-24, one of their pain points is the difficulty to get lower-cost treatment and care against their needs, as seen through friends or family members who have gone through cancer experience.

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.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau said, "As a leading insurance company, AIA Hong Kong has always been committed to contributing to the society. It is a pleasure to join forces with four world-renowned pharmaceutical companies, AstraZeneca Hong Kong, Lilly, Novartis and Pfizer, who share the same vision of giving back to the society, to help lessen customers' financial burden on cancer medication treatment. This innovative initiative brings our 'Health & Wellness Proposition' to life. We go beyond traditional product concept by incorporating elements of Prevention, Prediction, Diagnosis, Treatment and Recovery, and integrating product edges with a quality service ecosystem to provide 'customer-led' all-round solutions. We will continue to explore other ways to further help cancer patients on their fight and enable them to be able to also live Healthier, Longer, Better Lives."

Dr. York Chow, Chief Medical Officer and Corporate Advisor of AIA Hong Kong & Macau, said, "With the continuous technological advancement in cancer treatment and drug development, cancer patients now have more treatment options. Compared with other critical illnesses, whether one has more sufficient financial means for effective cancer treatment has much greater bearings on survival and mortality. Since we rolled out privileged rates on cancer genomic testing services in 2019, through to the introduction of additional reimbursement benefit on cancer medication today, we have set our sight on providing the most critical support for cancer patients. We will continue to be committed in supporting customers with appropriate cancer treatment solutions, and stand by them on their medical journey."

Ms. Carol Mui, General Manager of AstraZeneca Hong Kong & Macau, said "AstraZeneca is a global, science-led biopharmaceutical company. AstraZeneca has been operating in Hong Kong for more than 30 years. We have delivered many life-changing medicines that have transformed the lives of patients and have revolutionised disease treatment. In the recent years, we have proactively built partnership with stakeholders to create a vibrant medical ecosystem. We look forward to our first collaboration with AIA Hong Kong, which hopefully will co-create values to cancer patients, providing them with more appropriate support and maintaining their quality of life."

From Mr. Howard Lin, General Manager of Eli Lilly Asia, Inc., "Lilly is excited to participate in this important initiative spearheaded by AIA Hong Kong, as it is designed to expand access to innovative, life-changing medications. A diagnosis of cancer can be the beginning of one of the most difficult of times, which makes it even more important that we do everything we can to support patients and their families along the treatment journey."

Dr. Sian Ng, General Manager of Novartis Hong Kong (Oncology) said, "As a member of the healthcare community, Novartis has always been committed to working with cancer patients to walk through the disease journey together. Once diagnosed, cancer treatment should be initiated without delay. With the collaboration with AIA Hong Kong, we hope patients could receive appropriate treatment as soon as possible for better treatment outcome."

Pfizer Country Manager of Hong Kong, Krishnamoorthy Sundaresan stated, "Pfizer is committed to bring the latest breakthroughs to patients in Oncology and other specialties. We are dedicated to address patients' affordability concerns as well. We believe this partnership with AIA Hong Kong will benefit many patients and their families."

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All information above is for reference only, and does not constitute any offer and/or insurance product recommendation. The product information in this material does not contain the full terms of the policy, for the details of the product features, terms and conditions, exclusions and key product risks, please refer to the leaflet, proposal and policy contract of relevant products or visit the website. In case you want to read policy contract sample before making an application, you can obtain a copy from AIA.

AIA and its intermediaries do not have relevant licences and/or qualifications to provide medical services. AIA shall not be responsible or liable for any medical service, product and solicitation effort provided by third-party companies. The programme is available to eligible customers only and is subject to the relevant terms and conditions. For details, please contact your financial planner. AIA and its intermediaries do not provide any medical advice. You should consult your medical advisors for any professional medical advice.

Remarks:

1. Only applicable to new customers of selected group medical insurance tailor-made policies issued in Hong Kong and effective from 1 June 2022. Subject to terms and conditions, please refer to the leaflet, proposal and policy contract of the relevant product or visit the website.
2. The medication must be prescribed in Hong Kong. The medication list may be amended/updated from time to time, and relevant information is available on AIA Hong Kong website.
3. [Overview of Hong Kong Cancer Statistics of 2019](#) by the Hospital Authority.
4. Bain & Company conducted a market survey for AIA Hong Kong with 3,051 respondents between December 2021 and January 2022.

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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 19,000 financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.4 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 31 December 2021

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2021)

About AstraZeneca

AstraZeneca (LSE/STO/Nasdaq: AZN) is a global, science-led biopharmaceutical company that focuses on the discovery, development, and commercialisation of prescription medicines in Oncology, Rare Diseases, and BioPharmaceuticals, including Cardiovascular, Renal & Metabolism, and Respiratory & Immunology. Based in Cambridge, UK, AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide. Please visit www.astrazeneca.com.hk and follow the Company on Twitter @AstraZeneca.

About Eli Lilly and Company

Lilly is a global healthcare leader that unites caring with discovery to create medicines that make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. For more than 50 years, Lilly has been dedicated to delivering life-changing medicines and support to people living with cancer and those who care for them. Lilly is determined to build on this heritage and continue making life better for all those affected by cancer around the world. To learn more about Lilly's commitment to people with cancer.

About Novartis

Novartis is a Swiss multinational pharmaceutical company based in Basel, Switzerland. Novartis is reimagining medicine to improve and extend people's lives. As a leading global medicines company, it uses innovative science and digital technologies to create transformative treatments in areas of great medical need. The shares of Novartis are traded on the Swiss Stock Exchange under the stock code "NOVN" and on the New York Stock Exchange under the ticker symbol "NVS". For more information about Novartis, see its website at <https://www.novartis.com>.

About Pfizer

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products, including innovative medicines and vaccines. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 170 years, we have worked to make a difference for all who rely on us.

AIA Hong Kong
Ms. Deronie Tan
+852 2881 4413

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905

AstraZeneca Hong Kong
Ms. Emma Chu
+852 2941 5132

Eli Lilly and Company
Ms. Joyce Chiu
2572 0160

Novartis
Ms. Shirley Choy
+852 2881 4223

Pfizer
Mr. Aik Kiat Ng
+65 6403 8881

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