



Media Release

AIA Unveils Refurbished Customer Centre in Cheras

New centre supports the company's commitment to enhance customer experience and grow its agency force

KUALA LUMPUR, 17 December 2015 – Malaysia's leading insurer, AIA Bhd., unveiled its newly refurbished AIA Customer Centre in Taman Shamelin, Cheras on 12 December 2015.

Present at the launch were Anusha Thavarajah, Chief Executive Officer of AIA Bhd., Elmie Aman Najas, Chief Executive Officer of AIA PUBLIC Takaful Bhd. and Jamie Yu, Chief Officer of AIA Health Services Sdn. Bhd.

Speaking at the launch, Anusha Thavarajah said: "What we are witnessing today is one of several refurbished Customer Centres and Agency Offices we will be opening across the country, not only to provide a better service experience to our customers but also to enhance the image and professionalism of AIA's Life Planner force."

The new and improved Shamelin Customer Centre, designed to ensure faster service and greater convenience to AIA customers, has 12 servicing and cashier counters and three self-service terminals.

To ensure its Life Planners continue to be well supported, AIA has also set up a dedicated Life Planner Service Centre in the same building that features state-of-the-art training facilities, conference rooms as well as agency offices.

"We believe that by giving our Life Planners the attention and support that they need, they will provide a superior service experience to our customers," said Thavarajah, who added that AIA will continue to invest in training its Life Planners to be capable financial advisors that provide customers with solutions based on their needs and affordability.

She also said that the company has given much thought and devoted significant resources to create a vibrant environment that is conducive to innovation, the creation of powerful business strategies and, equally important, to support the company's drive to attract younger individuals to join its expanding agency force.

AIA Bhd. will continue to revamp, and in some cases relocate, its Customer Centres across Malaysia in the coming months. AIA customers and Life Planners can visit www.aia.com.my for updates on branch relocations.

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About AIA Bhd.

AIA Bhd. is a leading insurer in Malaysia, where we have been privileged to do business since 1948. We offer a suite of high-quality products including Protection, Health, Personal Accident, General Insurance, Employee Benefits, Retirement and Family Takaful solutions to meet our customers' protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a 14,000-strong Life Planner force, our exclusive bank partner's branches nationwide as well as corporate sales teams and brokers, we give our customers the choice of deciding how, when and where they connect with us.

Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd. has the financial strength, experience, service centre network and a well-trained team of more than 2,000 staff to serve our 3 million customers nationwide. As at 31 May 2015, AIA Bhd.'s total asset worth was RM47 billion, with a paid-up capital of RM767 million.

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