



Media Release

AIA Unveils Wisma AIA, Penang's First Agency Service Centre

AIA expands its presence in Penang with the largest agency service centre in the Northern Region

Pulau Pinang, 27 July 2018 – As part of its commitment to the development of the profession and service of its insurance agents in Penang, AIA Bhd. today unveiled Wisma AIA Penang, the largest agency service centre for AIA in the Northern region.

Wisma AIA Penang houses more than 1,100 insurance agents, or better known as Life Planners, in a consolidated office space, making it the first such agency service centre concept for AIA in Penang. This dedicated space will significantly enhance AIA's training and development capabilities in Penang, and in turn, enable its Life Planners to provide Malaysians with professional advice and excellent service.

Chief Executive Officer of AIA Bhd., Anusha Thavarajah said: "The establishment of the agency service centre is part of our transformative journey to make our Life Planners in Penang a premier agency force. We will continue to pursue our vision of building a new generation of agency – one that is full time, digitally enabled and connected, highly productive and advisory centric. In line with that, we also want to ensure that we are able to be the best of the best in our purpose to protect more Malaysians and increase the insurance penetration gap within the country."

Regional Chief Executive of AIA Group, John Cai added: "AIA is committed in investing in the best infrastructure, training and technology across the region, with the aim to provide our Life Planners with the platforms and tools needed to automate certain work procedures, speed up processes and increase efficiency. Malaysia is an important market for AIA Group, especially here in Penang where we serve a growing customer base of over 172,000, and we are constantly emphasising the need to embrace the new digital era through adopting a digitalised service approach, ultimately enhancing the customer experience. Moreover, our newly opened agency service centre in Penang provides contemporary office space which will also help us recruit and retain high-quality and professional Life Planners."

The 74,000 sq ft office space is fully equipped with innovative advancements and facilities such as training rooms and collaborative spaces, designed to encourage innovation, learning and development; and facilitate the recruitment and training of AIA Life Planners. Wisma AIA Penang will also feature AIA Bhd.'s first-ever Million Dollar Round Table Lounge and Premier Lounge for Life Planners who have achieved certain milestones.

The agency service centre was jointly officiated by Regional Chief Executive, AIA Group, John Cai and Chief Executive Officer of AIA Bhd., Anusha Thavarajah, earlier today.

“As AIA celebrates 70 years in Malaysia, we are constantly mindful of fulfilling our promise to Malaysians – to help them live healthier, longer, better lives. AIA will continue to develop programmes and initiatives to continue to spur Malaysians to take charge of their own health. We have evolved with the times to understand the needs of our customers, and will continue to challenge ourselves to go beyond the role of a traditional insurance company and become health influencers who empower and motivate healthy living habits,” Anusha said.

Since beginning its journey in Malaysia in 1948, AIA has established itself as a leading insurer in the country, with a sharper focus on initiatives and solutions that promote healthy living. The company launched AIA Vitality in 2016, integrating health and living benefits with AIA’s life insurance and takaful solutions, providing a platform for AIA to play a more active role in empowering and motivating Malaysians to live healthier. The science-backed programme rewards members with wellness-related benefits and discounts for engaging in a range of healthy activities to improve their health and well-being.

With over 14,000 Life Planners in Malaysia, AIA continues to groom a growing number of Million Dollar Round Table members, which is an internationally recognised standard of excellence for insurance agents. It currently has the most number of MDRT qualifiers worldwide and in Malaysia.

- ENDS -

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 financial solutions including Protection, Health, Personal Accident, Employee Benefits, General Insurance, Mortgage, Retirement and Family Takaful products 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 30 November 2017, AIA Bhd.’s total asset worth was RM51 billion, with a paid-up capital of RM1,451 million.

About AIA

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$216 billion as of 30 November 2017.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides

employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").