

Photo Release

AIA Cares Community Squad Spreads Year-Long Joy to 1,000 B40 Families



Heng Zee Wang (second from left), Chief Marketing Officer of AIA Bhd. together with Redzuan Hanafi (far left), Chairperson of PPR Batu Muda Residents Association, Lye Kok Shiuh (second from right), Co-Founder of Pasar Grub and Shashi Kumar (far right), Vice President of Women of Will, presenting the daily necessities to residents of PPR Batu Muda in Kuala Lumpur.

Kuala Lumpur, 5 January 2022 – In early 2021, AIA Malaysia launched its community programme, AIA Cares Community Squad with an objective to help ease the financial burden of urban B40 families who had been most affected by the pandemic.

This year-long community programme is a collaborative effort between AIA Malaysia and its esteemed partners, NGO Women of Will (WOW) and social enterprise Pasar Grub, to provide daily necessities to B40 families in the Klang Valley.

Through this initiative, AIA Cares Community Squad has successfully distributed cloth face masks and healthy baked goods including buns, pastries and cookies produced by WOW as well as surplus fruits and vegetables sourced from Pasar Grub to 1,000 families from 16 People's Housing Project (PPR) communities, benefiting more than 5,000 household members.

The 1,000 families received the necessities thrice throughout 2021 with the first distribution carried out in March, followed by September and December.

Heng Zee Wang, Chief Marketing Officer of AIA Bhd. shared: “Our efforts to support the community and encourage them to eat healthily especially during the time of pandemic is further materialised through the AIA Cares Community Squad initiative. We hope that these contributions would allow the recipients and their family members to focus on their health and safety, without worrying about their next meal.

“We are also happy to support the social causes of our partners, Women of Will and Pasar Grub through this collaboration and wish to extend our thanks to all volunteers including the PPR residential representatives for their time and effort in helping us make a difference in the lives of Malaysians.”

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About AIA Malaysia

AIA Malaysia is part of AIA Group, the largest independent publicly listed pan-Asian life insurance group. Together, AIA Bhd., AIA PUBLIC Takaful Bhd., AIA General Berhad and AIA Pension and Asset Management Sdn. Bhd. have been serving Malaysians for over 72 years.

As one of the country’s leading insurance and takaful providers, AIA Malaysia offers a wide range of innovative as well as comprehensive conventional and shariah-compliant solutions spanning Life and Health, Family Takaful, Employee Benefits, Motor, Personal Accident, Mortgage, Commercial Insurance and Retirement schemes that meet its customers’ health, wealth and protection needs at every life stage.

Through its nationwide service centre network, a well-trained team of more than 2,600 employees, and dedicated and diverse distribution footprint comprising its 20,000 strong Life Planner force, exclusive bank partners, corporate sales team and brokers, AIA Malaysia remains committed to partnering its 4 million customers; supporting and helping them to live Healthier, Longer, Better Lives.

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 – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR⁽¹⁾, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR⁽²⁾ and New Zealand, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in the Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$326 billion as of 31 December 2020.

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, AIA serves the holders of more than 38 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”).

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