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Media Release

AIA General Berhad Launches Innovative Digital General Insurance Initiative

General insurer to reach new customer segments using online platforms, complementing its premier agency network

Kuala Lumpur, 9 December 2020 – AIA General Berhad (a subsidiary of AIA Bhd.) today announced a new initiative that is set to catapult the general insurance provider into the online space and enable it to cater to a new customer segment – digital consumers. This will place AIA General Berhad at the forefront of digital insurance in Malaysia as part of its efforts to expand its product offering while engaging with customers in new and dynamic ways.

The first digital insurance plan to be launched under the new initiative is **AIA Online Shield** – an affordable personal accident plan that covers accidents, COVID-19 and dengue fever. This timely plan offers customers the flexibility to choose their desired benefits and coverage term, providing compensation up to RM50,000 in the event of death caused by accidental means, as well as up to RM12,000 for COVID-19 and dengue fever, respectively.

The customer journey from purchase through to claims has been simplified and will be entirely digital, amplifying the company's efforts to make insurance more accessible and affordable. AIA Online Shield will make its digital debut on Malaysia's leading online shopping platform, Shopee in conjunction with its upcoming 12.12 sales campaign.

With Malaysia having the highest percentage of digital consumer population in South East Asia¹, the initiative represents a major next step in AIA General Berhad's mission to expand its digital distribution channels and address the unmet needs of a younger generation of customers who mostly make purchases online.

Commenting on AIA General Berhad's milestone in the digital general insurance ecosystem, Eric Chang, its Chief Executive Officer said: "The world is constantly evolving and becoming increasingly digital – spurring transformations at a rapid pace. This initiative is part of our efforts to find new ways to serve our customers and their ever-changing protection needs by enabling the purchase of insurance in any way that they prefer, including online. We have also observed how the increase in the consumption of digital services has exposed customers to new risks that are seldom addressed, and our goal is to introduce new and innovative products that can meet those needs."

¹ [Digital Consumers of Tomorrow, Here Today – A Sync Southeast Asia Report by Facebook and Bain & Company, Aug 2020](#)

To make this new product possible, AIA General Berhad is partnering with ZA Tech Global Limited – leveraging its market-leading software and technological capabilities to create and deliver simple yet specialised general insurance products through highly efficient digital platforms. The partnership will enable AIA to provide tailor-made protection instantly based on customers' lifestyle activities.

Eric added: "AIA Online Shield marks the beginning of AIA General Berhad's digital transformation journey. We look forward to partnering with more digital platforms in Malaysia to bring new and innovative products to the market that will help Malaysian consumers and their families live Healthier, Longer and Better Lives in an increasingly digital world."

Ben Ng, AIA Bhd.'s Chief Executive Officer, echoed the same sentiments: "We are incredibly excited by the enormous prospects that our digital insurance initiative brings – with it comes the potential of being able to further meet the evolving needs of these new customers over time through our over 16,000-strong agency force that are fully equipped and able to provide sound financial planning advice and guidance as well as insurance and takaful plans with comprehensive protection."

AIA General Berhad began operations to provide general insurance offerings in 2018. With its commitment to define new ways of customer engagement, AIA General Berhad offers various general insurance protection plans including motor, personal accident as well as home insurance solutions.

For more information on AIA General Berhad and AIA Online Shield, please visit www.aia.com.my.

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About AIA General Berhad

AIA General Berhad is part of AIA Bhd., a leading insurer in Malaysia and began operations after obtaining its general insurance license on 1 July 2018. It provides motor, personal accident and commercial insurance solutions to nearly half a million Malaysians. Products are distributed through its extensive network of AIA Life Planners, bank partners, telesales representatives, nationwide branches, and soon, directly online. Led by data-driven innovation, AIA General Berhad continuously improves its products and services to meet customers' evolving needs, now and in the future.

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 Mainland China, Hong Kong SAR, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR, 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-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\$291 billion as of 30 June 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-Pacific, AIA serves the holders of more than 36 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").