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AIA Bhd. Debuts New Brand Positioning *The Real Life Company Positioning Reflects Market Leadership Aspiration*

Kuala Lumpur, July 22, 2013 – Fresh off the successful integration of AIA and ING’s insurance businesses in Malaysia under one licence, leading life insurer AIA Bhd. introduced its new brand positioning – ***The Real Life Company*** - last week with the launch of a television commercial which depicts real life moments. The commercial, developed by TBWA Hong Kong, is part of an integrated campaign, which utilises out-of-home, print, social media, on ground and public relations, to reposition the brand which has been in existence in Malaysia since 1948.

Bill Lisle, Chief Executive Officer of AIA Bhd., said, “***The Real Life Company*** reflects our aspiration to become the Undisputed No.1 life insurer in Malaysia. AIA has been operating in Malaysia for 65 years and while ours is a brand which people easily recognise, the time is ripe for us to re-position the AIA brand to reflect our sharper focus on delivering a more personal, relationship-based experience to our customers and partners as we leverage on our added strength and capabilities, following the integration, to serve our customers’ real life needs.”

The Real Life Company speaks of the deep customer insights that AIA Bhd. has gained from helping generations of Malaysians plan for their future, which enables the company to continue providing for the ever-changing needs of its customers in a world filled with uncertainty.

Thomas Wong, the company’s Chief Marketing Officer, said, “In this fast-paced world and amidst all the struggles and challenges, customers are looking for a life insurer which can engage them in a genuine and proactive manner to help them manage their lives. This way, we gain deeper insights that enable us to offer solutions to meet the needs of our customers.”

AIA Bhd. has developed a dedicated microsite TheRealLifeCompany.com.my to share real life stories and enlisted the help of radio stations Hitz and My FM to fuel conversations on what real life means to different people, using social media networks like Facebook, Twitter and Instagram as sharing platforms.



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The repositioning marks AIA Bhd.'s first major brand initiative in recent years and signals a concerted push to reinvigorate the brand and connect with the younger generation of consumers as well as potential new agency recruits. This year has seen the life insurer launch a number of marketing initiatives, starting with the January roll-out of an industry-leading innovation for its Life Planners - the Interactive Point-of-Sale (iPoS) business application – aimed at delivering convenience and an enhanced sales experience for its customers. Recently, the company launched its “Let’s Get Real” recruitment campaign to attract Gen Y individuals to build their careers as AIA Life Planners, and celebrated its 65th anniversary with a K-POP concert to reach out to the younger generation.

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About AIA Bhd.

AIA Bhd., formerly American International Assurance 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, Retirement, General Insurance, Employee Benefits and Family Takaful options to meet our customers’ protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a tied agency force of close to 17,000 members, 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. in Malaysia has the financial strength, experience, service centre network as well as a well-trained team of more than 2,000 staff to serve its over 2.6 million customers nationwide. As at end 2012, AIA Bhd.'s total asset worth was RM23 billion, with a paid-up capital of RM242 million.



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About AIA

AIA Group Ltd and its subsidiaries (collectively “AIA” or “the Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 16 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, a 97 per cent subsidiary in Sri Lanka and a 26 per cent joint-venture in India.

The business that is now AIA was first established in Shanghai over 90 years 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 more than US\$130 billion as at end February 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 25 million individual policies and over 13 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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