



## Media Release

### **AIA Rolls Out iPoS for its Life Planners**

*“Let’s Get Real” recruitment campaign to attract Gen Y*

**Kuala Lumpur, May 15, 2013** – In a move to attract Gen Y to become its next generation of Life Planners, American International Assurance Bhd. (AIA) has rolled out a game-changing innovation called the Interactive Point-of-Sale (iPoS), a business application designed for use on the iPad. Set to take the insurance industry forward, the iPoS will significantly enhance the customer experience and increase the efficiency of AIA’s agency force of close to 17,000, the largest in Malaysia.

“The opportunities and technological capabilities that AIA currently provide our Life Planners are unparalleled. With a young and large insurable population as well as huge protection and retirement gap concerns, Malaysia remains an important growth market for AIA and hence we have invested in the right technology to support our Life Planners and help them plan their customers’ protection and long term savings needs in a much more holistic and efficient way,” said Bill Lisle, Chief Executive Officer of AIA. The Company targets for 5,000 of its Life Planners to migrate to iPoS by year-end.

iPoS is a business solutions tool that enables policies to be underwritten and processed in less than an hour. The application not only reduces the processing time from the conventional two to three weeks, it also significantly reduces carbon footprints to the environment as the entire process is paperless.

The game-changing innovation – a first in the local insurance market – also forms an integral part of AIA Malaysia’s aggressive plans to connect with the younger generation and recruit them as AIA Life Planners.

“Today’s Gen Y should view the vast market potential in Malaysia’s life insurance industry as opportunities to chart a meaningful and rewarding career. We want to recruit people who are young, entrepreneurial and ambitious to leverage on their youthful enthusiasm to connect with our younger customer base,” Lisle added.

The Company recently launched its nationwide recruitment initiative, with innovative and creative approaches using online and social media as well as outdoor advertising and ground activities. Aside from roadshows at strategic malls all over Malaysia, there will also be several AIA roving teams which will be targeting high-traffic areas where the Gen Y tend to meet and socialise. Themed “Let’s Get Real”, the campaign aims to attract a younger generation of Life Planners towards a fulfilling career, while cementing AIA’s position as a market leader and employer of choice.

“Let’s Get Real” targets Gen Y between the ages of 23 -35 who are entrepreneurial, confident and tenacious and who desire career fulfilment and financial success. The new recruits will be equipped with an iPad and shall be guided and trained to make a positive impact on their customers’ lives by addressing their protection and long term savings needs throughout their life stages.

The training and development programmes to educate the new recruits on outstanding opportunities within AIA and the life insurance industry are complemented with attractive financial subsidies of RM3,000 per month up to the first 12 months to support the new recruits as they gain a firm footing in their new career.

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## **About AIA Bhd.**

AIA Bhd. is a leading insurer in Malaysia, where we have been fortunate to do business since 1948. We offer a suite of high quality products including Protection, Health, Personal Accident, General Insurance, Employee Benefits and Family Takaful options to meet our customers' protection and financial security needs at every juncture of their lives. Through our wide and diverse distribution footprint which comprises a tied agency force of over 16,000 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 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 2011, AIA Bhd.'s total asset worth was RM21 billion, with a paid-up capital of RM242 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 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 92 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 US\$134,439 million as of 30 November 2012.

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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