



Media Release

AIA Wins Reader's Digest Trusted Brands Award for Ninth Year

Kuala Lumpur, May 28, 2013 – American International Assurance Bhd. (AIA Bhd.) has been awarded the Reader's Digest Trusted Brands Gold Award for being the most trusted brand in the insurance category in Malaysia as voted by consumers. This marks the life insurer's ninth win in the category.

Bill Lisle, CEO of AIA Bhd. said: "It is an honour for AIA to be selected by consumers as a trusted brand. We have been very fortunate to do business in Malaysia for 65 years now and this prestigious award is testimony that our customers view AIA as a partner they can count on to be there for them when they need us. Life insurance is not about immediate benefits, it's about giving people hope when they need it the most and that is what we will continue to do by delivering the right financial solutions to meet the needs of our customers during their different life stages."

The Reader's Digest Trusted Brands Gold Award was awarded to AIA Bhd. based on the following criteria - trustworthiness and credibility, commitment to quality, value, innovation, social responsibility and satisfying consumers' everyday needs.

To ensure it stays engaged and connected with its customers in ways they have grown accustomed to AIA Bhd. recently rolled out a game-changing innovation called the Interactive Point-of-Sale (iPoS), a business application designed for use on the iPad, to enable its agents or better known as Life Planners, help plan their customers' protection and long term savings needs in a more comprehensive and efficient way.

The application – a first in the local insurance market – enables AIA life planners to capture their customers' data and signatures electronically for instant policy submission. The application also allows for policies to be underwritten within 20 minutes, rather than the conventional processing time of two to three weeks. This greatly improves the speed, comfort and overall customer experience. Furthermore, the entire process is paperless.

IPoS is just one example of the kind of enhancements AIA is undertaking to ensure that it remains relevant and connected to its customers. Over the last six months, the life insurer has been working on integrating the businesses and operations of AIA and ING in Malaysia. This follows AIA Group Limited's acquisition of ING Group's insurance and employee benefits businesses in Malaysia last December.

Lisle, said: "The coming together of these two great companies under one license in June 2013 is indeed a once in a lifetime opportunity which allows us to embark on our next growth chapter in Malaysia - tapping into the respective strengths and expertise of the two companies. Combined, we have the best talents and resources to better serve Malaysians well into the future."

AIA Bhd., which forms part of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group and fourth largest life insurer in the world, has a network of 45 branches nationwide, supported by over 2,000 dedicated employees and 17,000 agency force members to serve its 2.6 million customers.

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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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