



Media Release

AIA Bhd. Launches Two Female Products to Empower Women to Make Better Health Choices

KUALA LUMPUR, 3 March 2014 – AIA Bhd. has introduced two new products for women that are geared towards empowering them to make better choices for their health while supporting their needs and lifestyles in today's society.

A-Plus *Venus* and A-Plus *VenusExtra*, which offer several first-of-their-kind features, are comprehensive riders that can be attached to AIA's regular premium investment-linked plan *A-LifeLink* to take care of today's modern woman's protection needs, both physical and emotional.

A unique feature of the *Venus* plans is that they provide double the benefit amount for the treatment of female organ cancers so policyholders can focus their attention on treatment and recovery. It is the only policy of its kind to do so, thereby enabling women diagnosed with the disease to take some of the financial and emotional strains of dealing with cancer off their shoulders.

Thomas Wong, Chief Marketing Officer of AIA Bhd. said "A disease is not a death sentence; in fact, everything is manageable with the right perspective. Our latest female products are aimed at giving women a better perspective on life by providing peace of mind that they will get the care they need during times of sickness, and added support to face some of life's upheavals."

"In Malaysia, breast cancer has been identified as the most common cancer among women with one in every 20 women at risk of developing the illness in her lifetime. AIA's *Venus* plans have been designed to provide a range of benefits and tailored support to complement the protection benefits provided for by the basic *A-LifeLink* plan, hence providing women with enhanced coverage so they are prepared to deal with what has unfortunately become a common illness among women," Wong elaborated.

The *Venus* plans give policyholders additional financial relief should they need to undergo specific treatment such as breast lumpectomy, mastectomy, breast reconstructive surgery and female reproductive organ surgery among others.

A-Plus *VenusExtra* is also unique in that it offers pregnant women between 18-35 weeks immediate protection against specific pregnancy complications and child congenital anomalies such as Down's Syndrome, cleft palate, spina bifida and certain heart illnesses.

The *Venus* plans also provide financial assistance when policyholders are unable perform their work or home functions due to temporary disability for two consecutive weeks, thus allowing them to pay for home services to keep their household running during those difficult times. The plans are also the only such in

the market for women which offer a compassionate cash benefit due to snatch theft which is claimable once every two years.

“Our goal is to cover three areas – physical, emotional and value added support during times of difficulty,” Wong said, adding that AIA Bhd. was also particularly pleased to be able to provide support for psychotherapy treatment as well as hormone replacement therapy to help them cope with menopause.

“We recognise that there are times or certain events in a person’s life that may send them on an emotional roller-coaster. This plan provides a subsidised amount for therapy so our Venus policyholders can get professional help to get through the challenging period”.

AIA’s advertising campaign for the Venus plans reinforces the insurer’s brand positioning which is centred on the key message that although real life never stops changing, with the right partner who can understand and support you through life’s challenges and opportunities, the seemingly insurmountable becomes achievable.

AIA’s advertising campaign for the Venus plans reinforces the insurer’s brand positioning which is centred on the key message that real life never stops changing and is filled with opportunities, and challenges. But no matter what happens, people should never give up on what is important to them and AIA’s goal is to help its customers meet their ever changing needs. Featuring a woman battling cancer who bravely confronts her illness as she is cheered up by her friends, the advertising campaign will run from March to early April in key national dailies, billboards in key cities nationwide and online.

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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, General Insurance, Employee Benefits, Retirement 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.

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 17 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, a 26 per cent joint venture in India and a representative office in Myanmar.

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\$147 billion as of 31 May 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 27 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”).

Media Contacts:

Darshini M. Nathan
Head, Corporate Communications
Tel: 03-2056 1280
Email: Darshini.Mahendranathan@aia.com

Karen Yoong
Manager, Corporate Communications
Tel: 03-2056 1213
Email: Karen.Yoong@aia.com