



**THE REAL LIFE
COMPANY**

Media Release

AIA Bhd. Launches All-in-One Child Protection Plan A-Life *SuperJunior*

KUALA LUMPUR, 22 July 2014 – AIA Bhd. has launched a first-of-its-kind, all-in-one protection plan targeted at parents looking to safeguard their children’s protection needs right up to adolescence and adulthood with benefits that extend up to age 75.

A-Life *SuperJunior*, which is available to children between the ages of 14 days and 15 years, provides coverage for 36 critical illnesses, total and permanent disability, as well as death. The benefit amount doubles if death or disablement results from an accident.

Another unique feature of the plan is that coverage also extends to include 12 critical illnesses commonly suffered by children. This coverage will continue until the time the child turns 21.

Should the child be hospitalised due to an illness or an accident before turning 21, A-Life *SuperJunior* also provides a recovery allowance to support the child and family through the recuperation phase.

Thomas Wong, Chief Marketing Officer of AIA Bhd. said, “Parenting is certainly no mean feat but planning for your child’s protection needs is essential as health determines quality of life. A-Life *SuperJunior* is aimed at providing parents with peace of mind knowing that their children, even in adulthood, will continue to receive the care they need at critical moments in their lives.”

At age 21, A-Life *SuperJunior*’s coverage will continue, with no additional underwriting, until age 75. To meet the child’s increased protection needs during adulthood, the sum assured automatically increases by 25%, with no additional premium required. He or she will also gain access to the health check-up benefit, which is claimable every two years.

When the plan matures at age 75, he or she will receive a lump sum payment equivalent to 125% of the sum assured.

In terms of premiums, parents only have to pay for A-Life *SuperJunior* for the first twenty years. Premium rates are also guaranteed, which means they will never increase.

AIA’s advertising campaign for A-Life *SuperJunior* 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, it’s natural for parents to never give up on what is important to them and hence this latest solution which focuses on meeting the evolving needs of the child at every life stage.

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About AIA Bhd.

AIA 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 2013, AIA Bhd.'s total asset worth was RM42 billion, with a paid-up capital of RM767 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