

Appointment of Head of Customer Experience and Head of Retail Operations – AIA Bhd.

KUALA LUMPUR, 21 November 2014 – AIA Bhd. announced the appointment of Mr. Troy Barnes as Head of Customer Experience and Ms. Aini Jellanie as Head of Retail Operations of AIA Bhd. They will both report to Bill Lisle, CEO of AIA Bhd.

Said Mr. Lisle, “AIA aims to constantly exceed our customers’ expectations by providing better customer experience to our new and existing customers. To ensure we continue to work towards delivering world-class services to our customers, I am pleased to have both Troy and Aini on board. I am confident they will drive transformational change to position AIA as the first-choice financial services provider for our customers.”

Mr. Barnes joined AIA Malaysia from Group Office where he served as the Head of Business Process Transformation. In this new role, Mr. Barnes is responsible for developing AIA Malaysia’s customer experience blueprint with the Operations, IT, Sales and Marketing teams to ensure strong links with the Company’s strategy and brand.

As Head of Customer Experience, Mr. Barnes is also responsible for Customer Service, Branch Services, MDRT Premier Service and Acceleration Programme Office.

Prior to joining AIA, Mr. Barnes held local and regional senior management positions with ING in Japan, Korea, Hong Kong, Taiwan and Australia, where he achieved substantial top and bottom line value with a focus on delivering better service to customers.

Mr. Barnes hold a Bachelor’s degree in Business (majoring in IT), from LaTrobe University Australia.

Ms. Aini Jellanie, who previously led AIA Bhd.’s operational change management, is appointed as Head of Retail Operations. She now leads the following operational functions: New Business, Life Claims, General Insurance Operations, Mortgage Operations, Medical and Retail Operations Project Support.

With more than 20 years’ of experience in the insurance industry in Singapore, Ms Jellanie has previously worked for Zurich Life, HSBC Insurance, AXA Life, Swiss Reinsurance and Prudential.

In her new role, Ms. Jellanie is also responsible for several areas, namely: developing and executing the strategies for Retail Operations to ensure the achievement of AIA’s operations acceleration roadmap, driving and executing business process improvements in collaboration with other relevant functions, leading initiatives to drive consistency in quality management, divisional employee learning and development, resource management and communication to ensure successful implementation of the various strategic priorities for the Retail Operations functions.

Ms. Jellanie will also ensure the holistic risk management aspects of the Life business are well executed and that AIA offers the best coverage to our customers.

Ms. Jellanie holds a Bachelor’s degree in Business Administration from the National University of Singapore.

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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 3 million customers nationwide. As at end 2013, AIA Bhd.'s total asset worth was RM42 billion, with a paid-up capital of RM767 million.

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