



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Bhd. (790895-D)

Menara AIA,
99 Jalan Ampang
50450 Kuala Lumpur
T : 03-2056 1111

AIA.COM.MY

Photo Release

AIA Redefines Agency Professionalism with AIA Elite Academy



Photo Caption: (From left to right) Elmie Aman Najas, Chief Executive Officer of AIA PUBLIC Takaful Bhd.; Anusha Thavarajah, Chief Executive Officer of AIA Bhd.; Ng Keng Hooi, Group Chief Executive and President of AIA Group; John Cai, Regional Chief Executive of AIA Group; and Leong Chee Soong, Chief Agency Distribution Officer of AIA Bhd. at the launch of AIA Elite Academy.

Kuala Lumpur, 29 January 2019 – Leading insurer AIA Bhd. is set to change the landscape of insurance agency recruitment with its recent launch of **AIA Elite Academy**, the first of its kind programme in the industry that helps nurture up-and-coming Life Planners (agents) with the necessary skillsets and knowledge to excel in their profession.

AIA Elite Academy features an exclusive on-boarding programme offered only to new Life Planners who have successfully made the cut. Its seamless syllabus provides the selected recruits with best-in-class training in a community that cultivates a spirit of collaboration, professionalism and well-being.

More specifically, the 18-month programme specialises in customised training that focuses on financial knowledge and social media marketing while providing the new Life Planners with individual coaching and mentoring. It also offers various other support that include a financing scheme, all of which are to help the Life Planners kick start their career with AIA on a firm foundation.

Anusha Thavarajah, Chief Executive Officer of AIA Bhd. said: “The AIA Elite Academy welcomes recruits who not only desire to be the best in this profession but also share AIA’s mission of partnering people throughout their life journey, and helping them to live healthier, longer and better lives. This one-of-its-kind programme is set to propel potential candidates into achieving a successful, sustainable and rewarding career as Life Planners.”

AIA Elite Academy reinforces AIA’s commitment to developing a new generation of highly professional Life Planners, and is another major step in the company’s investment in the long-term development of its agency force.

- End -

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 financial solutions including Protection, Health, Personal Accident, Employee Benefits, General Insurance, Mortgage, Retirement and Family Takaful products to meet our customers’ protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a 14,000 strong Life Planner force, 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. has the financial strength, experience, service centre network and a well-trained team of more than 2,000 staff to serve our 3.5 million customers nationwide. As at 30 June 2018, AIA Bhd.’s total asset worth was RM51 billion, with a paid-up capital of RM1,451 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 a presence in 18 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, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago in 1919. 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\$221 billion as of 30 June 2018.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of 32 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”).