

ELITE PREMIER LEADER

LEAD YOUR OWN HIGH-PERFORMING TEAM OF ELITES

What does it take to build a successful business?
Is it determination? Courage? Knowledge and skills?

At AIA Elite Academy, we'll partner you in growing your business to greater heights and support you in becoming a successful Elite Premier Leader with your own team of Elites.

BRING YOUR GAME TO THE NEXT LEVEL

Take the leap to **be your own boss** and **lead your own top-tier team** towards greater success.

LEAD WITH CONFIDENCE

The Elite Premier Leader path is open to Life Planners who **fulfil the Assistant Unit Manager (AUM) promotion criteria.**

SECURE A PATH TO LEADERSHIP SUCCESS

Sharpen your *next gen* leadership qualities with a 24-month accelerated roadmap that is designed to help you leap to the next level.

EVERYTHING YOU NEED TO STAY ON TOP OF YOUR GAME

In addition to leadership and management skills training, we also offer monthly bonuses of up to 24 months to support your income and team building.

FUTURE-PROOFING YOUR SUCCESS

Master the pillars of agency management for a sustainable and scalable *next gen* agency.



Effectively recruit and retain high-performing producers.



Actively monitor and manage Life Planners' sales performance through industry-leading tools and technology.



Perform personalised coaching and structured training to bridge performance gaps.



Set SMART goals and action plans to accelerate agency growth.

24-MONTH FINANCING SCHEME

EPL MONTHLY BONUS*

1st 12 Months

RM5,000 Max Bonus

*Subject to fulfilling AIA Elite Academy Validation Requirement.

EPL PRO MONTHLY BONUS*

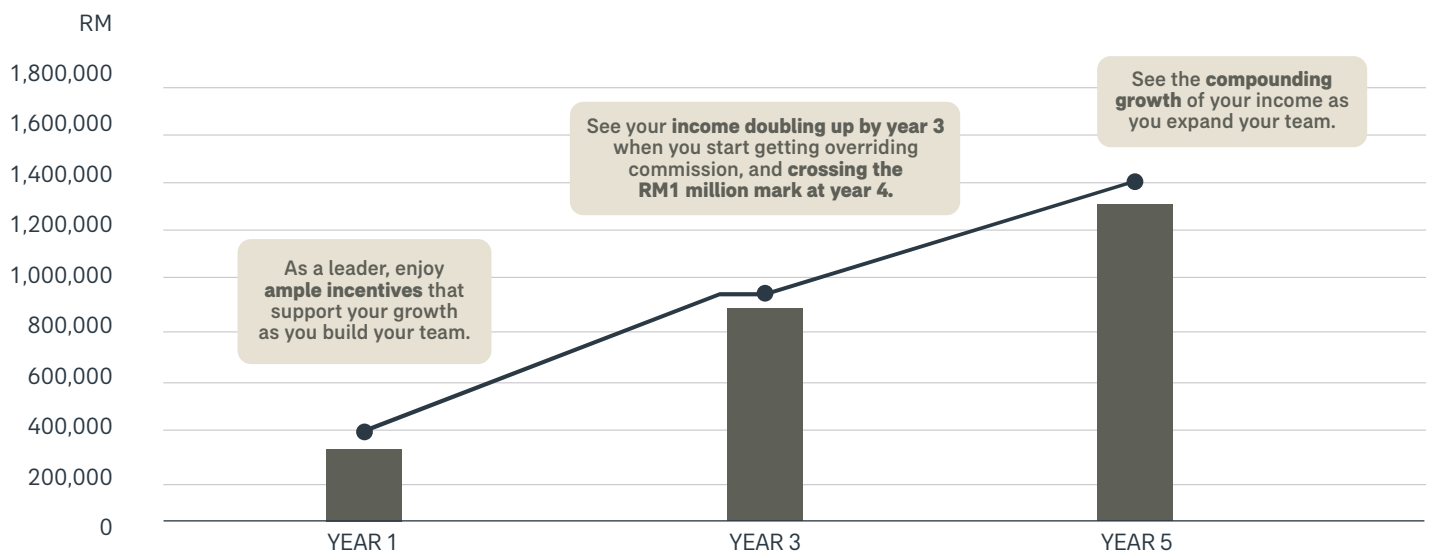
2nd 12 Months

RM5,000 Max Bonus

*Subject to fulfilling AIA Elite Academy Validation Requirement. Progression to EPL Pro is subject to the completion of EPL scheme and meeting Unit Manager (UM) Promotion criteria.

ACCELERATED INCOME POTENTIAL

The AIA Elite Academy programme goes **beyond just 18 months**. Here's what you can look forward to as you progress ahead:



TIP: The **recruitment of quality candidates** is important for sustainable growth.

ROADMAP TO REALISE YOUR POTENTIAL

We offer a comprehensive training and supervision roadmap that grooms you from an Elite Premier Leader (EPL) all the way to being a Million Dollar Leader (MDL). These structured programmes are designed to support segmented learning — focusing on the skills required to level up your recruitment efforts, build a strong middle management and high-performance team, as well as enhance the quality of your business.

1st - 3rd Month

To kickstart your journey as a *Next Gen* Leader, we will equip you with the following fundamentals:

Leadership Skills: Recruitment sources, selection process and servicing skills.

Professional Knowledge: Time management, personal branding, mindset and attitude.

4th - 12th Month

To ensure your continuous success in your leadership journey, we will help you master the following fundamentals:

Leadership Skills: Becoming an introducer, becoming an influencer and interview skills.

Advanced Leadership Skills: Coaching, mentoring, facilitation, joint field work, building a team.

Professional Knowledge: Time management, agency branding, mindset and attitude, persistency and Vitality (health management).

OUTSTANDING ACHIEVEMENT AWARD

For Elite Premier Leader Pro who achieves **MILLION DOLLAR AGENCY (MDA)** status in the first year as a new Unit Manager (UM).



Supported by

AIA
NEXT GEN
LEADERS SOCIETY

AIA MDRT
PRIME INSTITUTE

AIA
MILLION
DOLLAR
LEADER

CONTINUED UPWARD ADVANCEMENT WITH OUR DEVELOPMENT PROGRAMMES

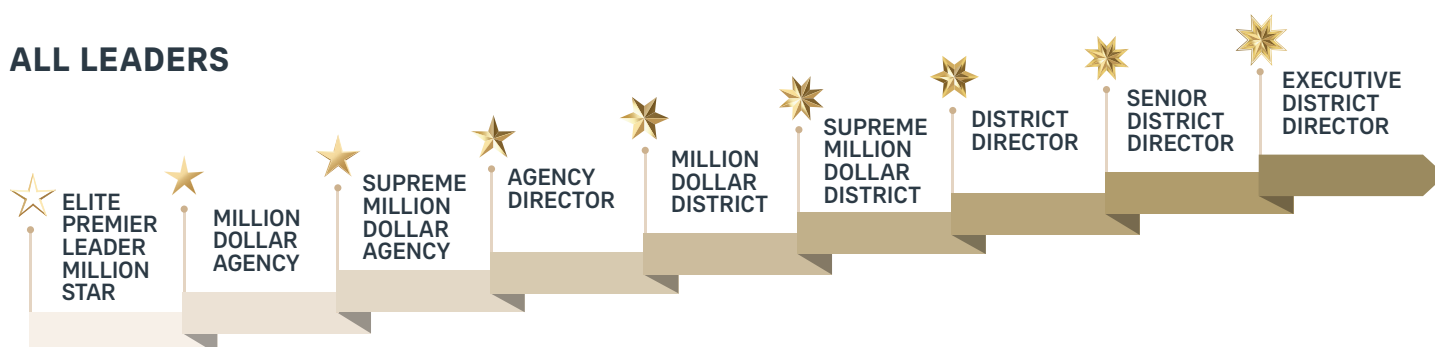
As a new leader, you will be supported by AIA Elite Academy's various bonus and incentive structure plans.

Upon graduating from the EPL programme, you'll gain access to a holistic development programme that is supported by the AIA Million Dollar Leader Club to ensure your success at every stage – starting from being an EPL Million Star all the way to being an Executive District Director (EDD).

NEW LEADERS



ALL LEADERS



- SUPREME MDA/MDD MEGA BONUS
- ASCEND BONUS
- UP TO 3X SUMMIT CONVENTION TICKETS

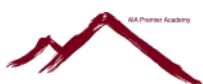
- SUPER BUILDER INCENTIVE
- UM BUILDER BONUS

- RECOGNITION, PRIVILEGE & BENEFITS
- MONTHLY CONTESTS

POWER UP YOUR CAREER

Learning & Development | Digital Tools & Technology | Compelling Propositions

- ▶ Learn from top entrepreneurs and field practitioners to fast track your development.
- ▶ Join peer study groups for the constant exchange of new ideas and experiences.
- ▶ Benefit from our professional learning and research partners:



Join the AIA Elite Academy

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Because we believe in empowering winners.

AIA ELITE ACADEMY

**UNLEASH YOUR
POTENTIAL**

**YOUR FUTURE IS IN
YOUR HANDS**



WHAT MAKES AIA ELITE ACADEMY SPECIAL?

>8,000



Launched in 2019, the AIA Elite Academy has successfully **groomed and propelled the careers of 8,000 Elite Life Planners** in this industry to date.



Armed with a proven success formula, AIA has produced **the highest number of MDRTs** in Malaysia for a record-breaking six consecutive years!



Our Life Planners **receive best-in-class training and support** with many progressing to become leaders with their own team of Elite Life Planners.

ABOUT AIA

AIA is a leading insurance and takaful provider that has been serving Malaysians for over 72 years. Through our nationwide service centre network, a dedicated team of more than 2,600 employees, and diverse distribution footprint comprising a 20,000-strong Life Planner force, exclusive bank partners, corporate sales team and brokers, we remain committed to partnering our 4 million customers; supporting and helping them to live Healthier, Longer, Better Lives.

Our comprehensive suite of product solutions include:

**total
health &
wealth
solutions**

PLAN • LIVE • PROTECT • GET
WELL • WELL • WELL • WELL
(Inclusive of Shariah-compliant solutions)



GENERAL INSURANCE

Home Solutions, Accident Protection,
Motor Insurance



RETIREMENT

Private Retirement Scheme



MORTGAGE



CORPORATE SOLUTIONS

Employee Benefits



COMMERCIAL INSURANCE

ACHIEVE YOUR #LIFEGOALS NO MATTER WHAT CAREER STAGE YOU'RE AT

Whether you're just starting out, or wanting to pivot your career to the next level, success with AIA is just around the corner. We pride ourselves in offering a rewarding, sustainable career in an exciting industry where you get to help people live Healthier, Longer, Better Lives. And the best part? You get to do it on your terms!

YOUR PATH TO SUCCESS BEGINS HERE. WE ARE COMMITTED TO:

- ▶ Help you **build** and own a rewarding and meaningful business.
- ▶ **Reward** you for helping others.
- ▶ **Fast track** to a leadership position.
- ▶ Give you the **freedom** to pursue multiple passions.
- ▶ **Partner** you in your career aspirations.

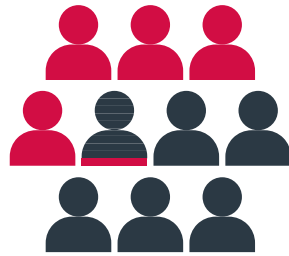
TAP INTO A WORLD OF OPPORTUNITIES AS AN AIA LIFE PLANNER

Malaysia presents untapped opportunities for you to grow your career as an AIA Life Planner. Here's why:

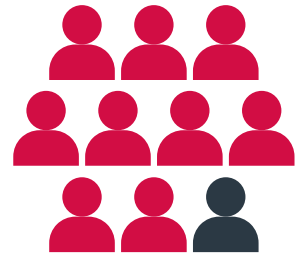
UNDERINSURED POPULATION



Penetration rate in the family takaful market remains low at **17.1%**.



Only approximately **41%** of Malaysians own a life insurance or family takaful plan.



Over **90%** of those with insurance do not have sufficient coverage.

RISING HEALTHCARE COSTS



Healthcare benefit costs are growing at a rate of **14%**, one of the highest in the APAC region.

LONGER LIFE EXPECTANCY



Malaysia is on the way to becoming an ageing nation. **Yet, many have insufficient retirement savings.**

HIGH RISK OF LIFESTYLE DISEASES



Half of Malaysian adults are **overweight / obese.**

Sources:

"Takaful industry on progress mode", The Star, 29 November 2021

"LIAM urges Malaysians to get life insurance coverage", New Straits Times, 9 September 2020

"Rising healthcare costs", The Star, 6 November 2021

"Malaysia needs to address ageing population, retirement savings quagmire, say experts", The Sun Daily, 4 October 2021

"Obesity rate at worrying levels in Malaysia", The Malay Mail, 22 June 2020

SOAR TO THE NEXT LEVEL WITH AIA ELITE ACADEMY

When you join AIA Elite Academy, you're not just creating a pathway to a thriving career. You're tapping into your strengths to unlock your potential. It's the freedom to define what kind of Life Planner you want to be, with dedicated support to get you there.

Here's just a glimpse of what the AIA Elite Academy provides:



**Industry-leading tools
and technology**



**Best-in-class
training**



**Awards and
recognition**



**Publicity
opportunities**



**Positive & collaborative
community learning
environment**



**Highly effective
coaching and
mentorship**



**Attractive bonus payout
in the industry through
a one-of-a-kind
financing scheme**



**Exclusive opportunities
to learn from successful
entrepreneurs**

LET YOUR DREAMS TAKE FLIGHT

At AIA, we don't believe in one-size-fits-all. We believe there are many different paths to success, and we are committed to helping you create yours with our one-of-a-kind financial scheme.

Journey from being an **Elite Lite**, to **Elite / Elite Pro**, to **Elite Premier Leader (EPL)**

The journey is just as important as the destination. AIA Elite Academy offers a meaningful career path and is committed to moulding you into a high achiever and leader within just three years.



ELITE PREMIER LEADER

- ▶ You are focused on pursuing a leadership path to be the leader of high-performing teams.
- ▶ You are passionate about building a new generation of young, dynamic and successful leaders.
- ▶ You want to maximise your potential in a culture that empowers winners.



ELITE / ELITE PRO

- ▶ You are a go-getter and ambitious. Your self-motivation keeps you on track and you are steadfast in reaching your goals.
- ▶ You have the desire to own a business and lead your own team of professionals in entrepreneurship.
- ▶ Your thirst for success is strong and you are determined to earn a five-figure income within the first year.



ELITE LITE

- ▶ You like flexibility and want to explore this career.
- ▶ You seek different opportunities for multiple sources of income.
- ▶ You look forward to learning opportunities that help you grow towards a better you.

TURBO CHARGE YOUR PRODUCTIVITY WITH DIGITAL TOOLS & TECHNOLOGY



Recruit with Career Presenter

Uncover potential candidates' career motivations with this end-to-end guided career presentation.



Train with iLearn

Learn on the go with training modules accessible anytime, anywhere.



Manage with eSales Builder

Manage, keep track and analyse sales activities with this activity management tool.



Prospect with iCari

Level up your prospecting efforts with this tailored content hub.



Sell with iPoS

Manage client business and issue documents smoothly and efficiently.



Service with iServe

Manage client transactions online in a simple and hassle-free manner.



Track with the Life Planner App

Track your career progress and achievements in one simple app. Plus, redeem gifts or rewards with gamification coins earned from your activities and performance.

ACCELERATE YOUR LEARNING AND DEVELOPMENT



Personalised training and clear career roadmap



Easy access to bite-sized learning materials through Digital Learning Channel, BizBrain and Pocket Learning Series



Coaching and mentoring by successful Agency Leaders who started out the same way as you

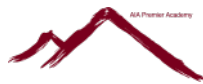


Access to insightful tips through collaboration with industry KOLs and certified professional trainers

POWER UP YOUR CAREER

Learning & Development | Digital Tools & Technology | Compelling Propositions

- ▶ Learn from top entrepreneurs and field practitioners to fast track your development.
- ▶ Join peer study groups for the constant exchange of new ideas and experiences.
- ▶ Benefit from our professional learning and research partners:



Join the AIA Elite Academy

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Because we believe in empowering winners.