



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

AIA Hong Kong and Blue Cross Scoop Multiple Awards

Hong Kong, 21 June 2023 – AIA Hong Kong was widely recognised by several professional organisations recently, including six awards at Metro Finance’s “Greater Bay Area Insurance Awards 2023 – Hong Kong and Macau” where Blue Cross under AIA Group also took home two honours. Moreover, the Company received three excellence awards at Bloomberg Businessweek’s “Financial Institution Awards 2023”, three accolades at “Reader’s Digest Trusted Brand Awards 2023”, and an award at “Economic Digest Brand Awards 2023”, a testament to its quality products, professional services and excellent brand.

Details of the awards:

Organisers and Awards	Award Categories / Names
Metro Finance Greater Bay Area Insurance Awards 2023 – Hong Kong and Macau	AIA Hong Kong: <ul style="list-style-type: none">• Outstanding Customer Services Award (2nd consecutive year)• Outstanding InsurTech Award (4th consecutive year)• Outstanding Employees’ Benefit Products / Service Award• Outstanding Medical Insurance Award• Outstanding Retirement Planning Product Award• Outstanding Wealth Inheritance Award Blue Cross: <ul style="list-style-type: none">• Outstanding Commercial Insurance Award• Outstanding Travel Insurance Product Award
Bloomberg Businessweek Financial Institution Awards 2023	<ul style="list-style-type: none">• Excellence Award – Medical Care• Excellence Award – Health and Protection• Excellence Award – Product Innovation
Reader’s Digest Trusted Brand Awards 2023	<ul style="list-style-type: none">• AIA Hong Kong won the “Platinum Trusted Brand Award – Insurance Company for Hong Kong” for the 10th consecutive year. It is the grand award in the category and the winner has to score significantly higher than the runner-up to win this award.• AIA Group won the “Asia Trusted Brand Award – Insurance Company”. The winner of this award has to stand out from its peers in at least three markets.• AIA Hong Kong won the “Gold Trusted Brand Award – Provident Fund for Hong Kong” for the 8th time
Economic Digest Brand Awards 2023	<ul style="list-style-type: none">• Best GenZ Brand Campaign

AIA Group Limited is incorporated in Hong Kong with limited liability.

“AIA Hong Kong & Macau”, “AIA Hong Kong”, “AIA Macau” or “the Company” herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).

“Hong Kong” and “Macau” herein refer to “Hong Kong Special Administrative Region” and “Macao Special Administrative Region”, respectively.

“Blue Cross” refers to Blue Cross (Asia-Pacific) Insurance Limited.

Organised by Metro Finance, “Greater Bay Area Insurance Awards 2023 – Hong Kong and Macau” recognises insurers with outstanding products and services to set the industry benchmark of professionalism. The judging panel is composed of professionals from different sectors, including academia, healthcare and political circles. Judging criteria include Key Market and Product Strategy (40%), Market Feedback (40%) and Future Development (20%).

Bloomberg Businessweek’s “Financial Institution Awards 2023” recognises companies with outstanding performance in the past year from the sectors of banking, insurance and securities. It aims to promote the sustainable development of Hong Kong’s financial industry, cultivate talent and foster innovation, thereby driving economic growth.

Winners of the “Reader’s Digest Trusted Brand Awards” are selected according to the results of the publication’s annual Trusted Brand Survey, which marks its 25th year and is one of the most credible of its kind in Asia. The survey interviewed 8,000 consumers from five countries and regions in Asia. Respondents were asked to choose their most trusted brand in each product and service category based on six qualitative criteria: trustworthiness and credibility, quality, value, understanding of customer needs, innovation, and social responsibility.

“Economic Digest Brand Awards” recognises and encourages businesses to leverage innovative technology to enhance their brand competitiveness and explore new markets. The judging panel is composed of professionals from different sectors. Winning brands are selected based on the following criteria: brand recognition and reputation; excellent sales and marketing strategy; integration of digital technology; innovative products and services; and superb customer experience.



AIA Hong Kong and Blue Cross have won a total of eight accolades at Metro Finance’s “Greater Bay Area Insurance Awards 2023 – Hong Kong and Macau”.
Featured in the photos are the teams from AIA Hong Kong and Blue Cross.

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The teams from AIA Hong Kong receive three excellence awards at the Bloomberg Businessweek’s “Financial Institution Awards 2023” on behalf of the Company.



AIA wins three accolades at “Reader’s Digest Trusted Brand Awards”.

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AIA Hong Kong wins “Best GenZ Brand Campaign” at “Economic Digest Brand Awards 2023”.

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About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 18,000 financial planners¹, as well as an extensive network of brokerage, independent financial advisors and bancassurance partners. We serve over 3.4 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

¹ as at 31 December 2022

² Including AIA Hong Kong and AIA Macau’s individual life, group insurance and pension customers (as at 31 December 2022)

About Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”) is a subsidiary of AIA Group Limited. With over 50 years of operational experience in the insurance industry, Blue Cross provides a comprehensive range of products and services including medical, travel and general insurance, which cater to the needs of both individual and corporate customers. Blue Cross distributes its products through various channels, including AIA agency force, online platform, direct sales, BEA network, insurance agents and brokers, as well as travel agencies. In 2023, Blue Cross is assigned a financial strength rating of A (Excellent) and the long-term issuer credit rating of “a+” (Excellent) by A.M. Best, a global full-service credit rating firm specialising in the financial service industry. For the latest rating, please access www.ambest.com.

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