



**HEALTHIER, LONGER,
BETTER LIVES**

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Media release

AIA Hong Kong & Macau launches OptimaCEO Medical Plan Revolutionary, prestigious medical and wellness solutions help high-end customers and their families achieve longer healthspans

- Introduces brand-new infinite health programmes and the rare-in-market Wellness Relationship Manager
- Comprises over 500 medical specialists and healthcare professionals from diverse disciplines to provide comprehensive support for treatment and recovery

Hong Kong, 25 November 2024 – High-end customers have high expectations – not just when it comes to wealth planning, but also their health. AIA Hong Kong & Macau places "Health comes first" at the core of its strategy for high-end customers, combining thorough understanding of their pain points with a firm commitment to developing innovative products and achieving breakthroughs in value-added services. This approach has enabled the creation of a sustainable ecosystem of medical services that helps customers achieve optimal physical and mental well-being, as well as a harmonious balance between wealth and health.

AIA Hong Kong & Macau recently upgraded its signature medical protection solution with a series of value-added services to the revolutionary **OptimaCEO Medical Plan**¹, a medical and wellness solution that integrates prestigious concierge services², Signature Healthcare Circle^{3,7} and health rewards. During the promotional period⁴, customers can experience the brand-new infinite health programmes^{5,6,#} designed to support their holistic well-being and to help high-end customers and their families strive towards longer healthspans together.

Ms Alice Liang, Chief Proposition & Healthcare Officer of AIA Hong Kong & Macau, said, "Medical advancements have increased survival rates. However, they have also added complexities to medical solutions. For high-end customers, this wide variety of new therapies can be compounded by medical inflation and fragmented healthcare services, so finding the most effective treatment is not a simple task. Delays in treatment could also potentially impact one's health and life.

In response, AIA has applied its deep understanding of customers' needs to meticulously curate a Signature Healthcare Circle^{3,7} covering a wide range of healthcare professionals. This team includes not only senior specialists for carrying out treatments, but also multi-disciplinary cancer care medical professionals such as physiotherapists, nutritionists and traditional Chinese medicine practitioners to ensure care from treatment to recovery. These new products and services are setting a new industry benchmark by enhancing customer experience, promoting proactive health management in society and helping the public achieve Healthier, Longer, Better Lives."

High-end customers live successful yet hectic lives and often lack the time to take care of themselves, necessitating dedicated services to address their healthcare needs. Therefore, this plan also includes a dedicated concierge service hotline⁷ that connects customers with various medical and wellness services⁶, such as appointment booking with the Signature Healthcare Circle^{7,11} and swift access to quality healthcare resources. Furthermore, customers can surpass age-related limitations and achieve longer healthspans with personalised wellness guidance from the rare-in-market⁹ Wellness Relationship Manager⁵.

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"AIA Hong Kong & Macau", "AIA Hong Kong", "AIA Macau", "AIA" or "the Company" herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).
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Brand-new infinite health programmes^{5,6,#} help customers achieve longer healthspans

High-end customers understand the importance of taking proactive health planning measures. However, there are numerous health services available in the market, and not all are science-based. Therefore, AIA Hong Kong & Macau has introduced infinite health programmes^{5,6,#} for the first time, which are aimed at early identification of health issues and risk factors through scientifically grounded assessments. Via precise measurements and continuous monitoring, personalised healthcare support is provided to optimise customers' physical functions, mental health and metabolic performance, thereby enhancing their overall health quality. During the promotional period⁴, customers may experience this plan for free.

Key features of the OptimaCEO Medical Plan¹:

1. Prestigious concierge support hotline⁷ connects customers to medical and wellness services at their fingertips

The Plan offers 24-hour general health hotline¹⁰ appointment making with the Signature Healthcare Circle^{7,11}, and rare-in-market⁹ Wellness Relationship Manager^{5,7}, to maintain seamless communication with customers, promptly address their unique wellness needs and provide personalised guidance. It also offers the first-in-market⁹ Child and Adolescent Development Support Hotline^{6,7,10} which provides professional parenting support, helping parents cultivate harmonious parent-child relationships while managing parenting stress.

2. Signature Healthcare Circle^{3,7} with multi-disciplinary cancer treatment^{6,7} and care

Comprises more than 500 medical specialists and healthcare professionals from diverse medical disciplines – including surgeons, oncologists and other professionals – over 80% of whom possess more than a decade of experience in their practice. The team also includes physiotherapists, nutritionists and Chinese medicine practitioners to deliver quality healthcare for customers and support them every step of the way, from diagnosis to treatment and recovery.

3. First-in-market⁹ Health Wallet¹² for redeeming elevating wellness services⁶ or medical protection⁸

Whether customers have treatment needs or make no claims, they will be able to enjoy this rewards scheme. Health Wallet rewards customers for leading healthy lifestyles with benefits including network treatment rewards, hospital cash, lower room class cash, day surgery cash, and no-claim bonus that can be accumulated in the Health Wallet¹². Accumulated benefits can, in turn, be used for redemptions for wellness treatments, check-up services and vaccinations⁶ or enhanced medical protection⁸ such as reimbursing eligible medical charges.

Additionally, **the OptimaCEO Medical Plan – First Gift¹³ provides an instant shield for newborn babies.** An existing insured¹⁴ of an OptimaCEO Medical Plan¹ policy will be eligible to enrol in the OptimaCEO Medical Plan – First Gift¹³. The plan offers protection for newborns on the date of birth and within 90 days after birth and also provides hospitalisation and surgical benefits with coverage for congenital conditions with an overall policy limit up to HKD100,000. The OptimaCEO series also offer the OptimaCEO Pearl Medical Plan to meet the needs of different customers.

Customers who successfully enrol in the OptimaCEO Medical Plan¹ during the promotion period⁴ can enjoy the complimentary child and adolescent growth and development initial assessment service^{6,15} or infinite health programmes^{5,6,#} and complimentary wellness treatment services^{5,6,#} provided by AIA Alta Wellness Haven¹⁶.

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Representatives from AIA Hong Kong & Macau and partners of Signature Healthcare Circle (from left to right):
Mr Tong Ka Kei, Chief Executive Officer, Hong Kong Integrated Oncology Centre and Heal Medical;
Dr Fung Hong, Chief Executive Officer, CUHK Medical Centre;
Ms Alice Liang, Chief Proposition & Healthcare Officer of AIA Hong Kong & Macau;
Mr Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau;
Dr York Chow, Head of Medical Office of AIA Hong Kong & Macau;
Dr Kenneth Tsang, CEO, Gleneagles Hospital Hong Kong and Regional CEO, IHH Healthcare (North Asia), and
Ms Anita Wong, Managing Director, Virtus Medical Group.

All information above is for reference only and does not constitute any offer and/or insurance product recommendation. The product information in this material does not contain the full terms of the product, for the details of the product features, terms and conditions, exclusions and key product risks, please refer to the product brochure and policy contract of relevant products or visit the website.

Notes:

1. For details about the OptimaCEO Medical Plan, please refer to the product brochure.
2. The above-mentioned services (Services) are value-added services which are not guaranteed and do not form part of the policy. The services are only applicable to the insured of the OptimaCEO Medical Plan. Services are subject to the insured's qualifications, availability of services and service providers (if applicable) and relevant terms and conditions, and the policy of the OptimaCEO Medical Plan series must remain in effect.
3. Signature Healthcare Circle refers to designated third party medical network service providers engaged by AIA. The medical network service providers are independent contractors and are not agents or employees or representatives of AIA. AIA does not guarantee the provision of services by a particular medical network or the number of medical network(s) available.
4. Customers should submit the applications of OptimaCEO Medical Plan series during the promotion period from 11 November 2024 to 31 December 2024. The series include OptimaCEO Medical Plan and OptimaCEO Pearl Medical Plan. (Except for OptimaCEO Medical Plan – First Care and OptimaCEO Pearl Medical Plan – First Care.
5. This service is not applicable to insured persons under age 18.
6. This service is provided in Hong Kong (not applicable to Macau region) by the designated third party service providers engaged by AIA, subject to change from time to time. The scope and the location of this service shall be determined by AIA at its sole discretion and AIA may change the scope and / or the location of the service at its sole discretion from time to time without prior notice. The details, locations and arrangement of the service can be accessed on AIA's website after issuance of the policy. AIA is not responsible or liable for any services or advice provided by such third party service providers.
7. The above value-added services as set out in the sections do not form part of the contractual services. Referrals or services provided by third party service providers does not explicitly imply eligibility for claims under OptimaCEO Medical Plan. Customers should be solely responsible for any cost not covered under the value-added services subject to the relevant terms and conditions thereof. Please take note that the actual claim reimbursement under OptimaCEO Medical Plan shall be subject to the provision of complete claim documents, insured's benefits entitlement, exclusion, policy contract, terms and conditions of OptimaCEO Medical Plan. For details, please contact AIA for enquiry. AIA reserves the right to amend, suspend or terminate any of these services any time without further notice.

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8. Subject to terms and conditions. For details, please refer to Part H of the benefits schedule for OptimaCEO Medical Plan of this brochure and the policy contract.
 9. Regarding the first-in-market statement (i) for Health Wallet, as of 1 November 2024, compared against individual medical plans provided by major Hong Kong insurance companies; (ii) for experimental drugs benefit, this benefit was first launched by AIA on 22 April 2024 which was first-in-market compared against individual medical plans provided by major Hong Kong insurance companies; (iii) for child and adolescent growth and development support hotline, as of 12 August 2024, compared against individual medical plans provided by major Hong Kong insurance companies. Regarding the rare-in-market statement for Wellness Relationship Manager, as of 12 August 2024, compared against individual medical plans provided by major Hong Kong insurance companies.
 10. General information provided through the hotline is for reference only and should not be considered medical advice, diagnosis, treatment or recommendations in any form. If you have concerns and/ or feel it necessary, please seek immediate medical advice from healthcare providers; do not ignore or delay seeking medical advice and treatment.
 11. During the designated service hours, the service is provided by the designated third party service providers engaged by AIA, subject to change from time to time at our discretion.
 12. The Health Wallet Benefits (excluding no claim bonus benefit) are subject to the overall lifetime limit, the annual limit and the extra annual limit (if applicable) of the policy. Usage of Health Wallet is available after 120 days from the effective date of the OptimaCEO Medical Plan policy. The amount in the Health Wallet cannot be refunded or redeemed for cash, and cannot be used to pay any premium of any policy. Upon the cancellation or termination of the policy, any remaining amount in the Health Wallet will be forfeited immediately.
 13. For details of OptimaCEO Medical Plan – First Gift, please refer to the brochure.
 14. The insured of the OptimaCEO Medical Plan – First Gift must be an expectant mother. For details of eligibility requirements, please refer to the brochure.
 15. This service is only applicable to insured persons under age 18.
 16. AIAAlta Wellness Haven is solely operated by Sustainable Wellness Limited ("Sustainable Wellness"), which is a wholly-owned subsidiary of Humansa Company Limited and independent third party of AIA. Sustainable Wellness is fully and solely responsible for the services and/or products provided in, and for, AIA Alta Wellness Haven ("Services"). AIA makes no representation, warranty or undertaking as to the quality and availability of the Services, and shall not be responsible, for the Services provided by Sustainable Wellness, the service provider(s) and/or the partners. The use of the above Services is subject to the terms and conditions of AIA Alta Wellness Haven.
- # Trial only for the insured during promotion period, not for AIA Club Alta's membership promotion purposes.

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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 17,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 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 30 June 2024

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2024)

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