

We'd like to tell you what we mean, why it matters, and what you can expect from us.

We know in real life you face ups and downs... success and failure... joy and sorrow. We also know that life maybe fragile, constantly changing and will never stop surprising you.

### That's where we can help

Because you never know what real life has in store, you need someone to look out for you, every step of the way: a partner to help you...



### That's why we want to genuinely engage in your life, providing the right solutions for you and your family in a constantly changing world.

We'll get to know you and your loved ones, and keep an eye on how the world is changing, to make sure you are protected and prepared.

我們很想與您分享，何謂「真生活 真夥伴」，此品牌承諾因何重要，以及您對我們可抱持的期望。

我們明白在人生旅途上，您必然面對高低起伏...成功失敗...歡樂憂傷。我們亦明白生命可能是脆弱的，並且不斷演變，未來亦永遠無法預計。

### AIA所擔當的角色正是為客戶提供協助

正因真生活總是不斷演變，難以預計，您需要一位夥伴，與您並肩渡過人生的高低起伏...

- 為您守護著人生中最看重的事物
- 助您在不能預測的未來作好預備
- 籌劃更美好的明天

儘管世事萬變，我們總以最真摯的心與您同步體會人生，時刻盡心為您提供最適切方案。我們會主動了解您及您摯愛的所需所缺，確保您們面對不斷演變的世界時，能夠有充足的準備及保障。

### WHY SHOULD YOU BELIEVE US? 為何您要信任AIA?

## Our Heritage

### 我們的歷史悠久，值得客戶信賴

#### We know more about real life than anyone else

We've been working with families in Asia for more than 90 years. We've been there for births, deaths, graduations, celebrations and separations – we've seen it all. We've talked to people like you about what matters to them in life, what they hope for, and what they're scared of.

We've used what we've learned to help millions of people as they've gone through struggles, and we've been there cheering them on through their biggest successes as well.

#### 我們最能了解何謂真生活

90多年來，我們植根亞洲，為多個家庭用心服務，竭誠無間。我們與客戶共同經歷了新生命的來臨、死亡、畢業、喜樂及分離閱歷無數！亦令我們了解到客戶所珍視的、所渴求的、以及所懼怕的事情。我們憑著對客戶的透徹了解，協助了數以百萬計的客戶克服生活上種種的挑戰，亦與他們一同分享過人生中一些重大成就的喜悅。



more than  
**27** Million  
individual  
policies

more than  
**16** Million  
group scheme  
members

## Our Coverage

### 我們深諳亞洲市場需要，值得客戶信賴

#### We're experts in Asia

We currently look after over 27 million individual policies and 16 million group scheme members in 17 different markets all over Asia. We understand how the continent is changing, and we're committed to helping each one of our customers through those changes. We're a proudly Asian brand, and we're excited about the future.

#### 我們是亞太區的專家

友邦保險在亞太區的網絡遍及17個市場，為超過2,700萬份個人保單的持有人及1,600萬團體保險參與成員提供保障。我們深明世界不停演變，並承諾與亞太區客戶共同經歷和面對這些轉變。作為植根於亞太區的品牌，我們引以為傲，能夠與客戶一同策劃未來，我們亦深感雀躍。

Source: Bloomberg, 20 September 2013 <sup>1</sup> AIA has a representative office in Myanmar

## 17 Markets

- China, 1919
- Hong Kong, 1931
- Singapore, 1931
- Thailand, 1938
- Philippines, 1947
- Malaysia, 1948
- Brunei, 1957
- Australia, 1972
- New Zealand, 1981
- Macau, 1982
- Indonesia, 1984
- Korea, 1987
- Taiwan, 1990
- Vietnam, 2000
- India, 2001
- Sri Lanka, 2012
- Myanmar<sup>1</sup>, 2013



## Our Attitude and Approach

### 我們專業以誠的服務承諾，值得客戶信賴



#### We believe in a brighter future built around your needs

We are persistently optimistic and will always believe that there are new and interesting ways to support you to live a healthier, more fulfilling life. The future is filled with potential and our role is to ensure that you make the most of it.

#### 我們以客戶的需要為出發點，協助您建構更精彩的未來

我們一直深信，未來充滿希望，而我們的角色就是透過創新的保險理財方案，協助您更能盡展機遇，活出更健康及更豐盛的未來。



### Our Financial Strength & Stability 我們擁有穩健的財務實力，值得客戶信賴

We are one of the top life insurers in terms of market capitalisation, with stable A ratings from the world's leading credit rating agency. Our combined assets of over USD140 billion mean that with us protecting you, you'll always have complete peace of mind.

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儘管世事萬變，我們擁有強大及穩健的財務實力，是客戶值得信賴的夥伴

AIA是全球具領導地位的保險公司之一（以市值計），並持續獲世界享譽盛名的信貸評級機構給予「A」（穩定）的評級。AIA總資產逾1,400億美元，彰顯著我們雄厚的財務實力，時刻為客戶提供至可信賴的完善保障。

