



AIA Group Limited

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"THE POWER OF WE"
DRIVING AIA INTO A NEW DECADE

***AIA'S NEW PAN-ASIA ADVERTISING CAMPAIGN HIGHLIGHTS THE IMPORTANCE OF
CUSTOMERS, EMPLOYEES AND AGENTS IN ITS SUCCESS***

Hong Kong, 4 January, 2010 – AIA Group Limited today announced that it has launched an important new pan-Asia advertising campaign themed "The Power of We". Following on from the prominent "We are Asia" campaign which ran through the second half of 2009, "The Power of We" underscores AIA's absolute customer focus and the critical importance of the AIA employees, its agents and its other distribution partners to AIA's continuing success.

AIA Group's Chief Marketing Officer, Mr Chris Wei, commented, "'The Power of We' takes us beyond our traditional strengths to focus on the components of our business which will guarantee our future success. 'The Power of We' is much more than our external activities; it is also about how we value our customers and put them at the centre of everything we act and do."

Continues Mr Wei, "'The Power of We' expresses AIA's beliefs, that when our talented employees, loyal customers and supportive distribution partners work together, we can bring greater benefit to our customers and the communities we operate in."

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The campaign will debut in Singapore and Hong Kong and progressively roll out in other AIA markets throughout 2010. Depicting human faces and comprising mosaics of Asian centric images, the campaign is creatively styled and will be the signature of a new face for AIA. They will span a comprehensive range of media, including TV, online, print and out-of-home such as outdoor billboards.

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About the AIA Group

The AIA Group is a leading pan-Asian life insurance organisation that traces its roots in the Asia Pacific region back more than 90 years. It provides consumers and businesses with products and services for life insurance, retirement planning, accident and health insurance as well as wealth management solutions. Through an extensive network of 250,000 agents and 20,000 employees across 15 geographical markets, the AIA Group serves over 20 million customers in the region.

The AIA Group has branch offices, subsidiaries and affiliates located in jurisdictions including Australia, Brunei, China, Hong Kong, India, Indonesia, Macau, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

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The Power of We

We are AIA.
We have strived for generations to ensure your unique needs benefit from our longstanding commitment, charting a brighter future shared by millions of faces.

This is the collective force of AIA.
This is the Power of We.

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AIA "The Power of We" ad version 1: visual formed by faces of AIA employees.

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The Power of We

我們是AIA。
我們時刻伴隨，在您的人生旅程，隨時照顧您的需要，讓您編寫自己的未來。
這，就是AIA團結的力量。
這，就是我們的力量。

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AIA "The Power of We" ad version 2: visual formed by handwritings of AIA employees.

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The Power of We

We are AIA.

We are here to serve one purpose, to ensure your unique needs are cared for at every stage of life, creating a lasting impression for your loved ones.

This is the collective force of AIA.

This is the Power of We.



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AIA "The Power of We" ad version 3: visual formed by thumbprints.

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