



For immediate release

AIA Financial Health Check Academy To Train 900 Financial Professionals in 2009

17 February 2009 – AIA Singapore today announced that the AIA Financial Health Check Academy will more than double its training in-take to 900 this year, from 400 in 2008. This affirmative step arises from the high demand from AIA Financial Services Consultants to enhance their financial skills so that they can better serve their customers.

Mr Jim Kee, Dean of the AIA Financial Health Check Academy, said, “We are very pleased to double the training in-take this year. The Academy's strong emphasis on coaching and joint fieldwork between the trainer and trainee has enhanced confidence and professionalism of our AIA Financial Services Consultants in providing the financial solutions to customers. The fact that AIA's agency force generated one of the highest amounts of insurance sales in 2008 shows that our needs-based sales approach of AIA Financial Health Check works.”

Mr Kee continued, “There is no better time to expand our training in-take than now. The current economic crisis has heightened the demand for skilled and knowledgeable professional financial services consultants to help customers take control of their financial health and ensure that their financial needs are met.”

The AIA Financial Health Check Academy was launched in June 2007 with the motto of “Bridging Knowledge and Application”. It aims to provide specialized training with hands-on training methodologies for AIA's agency force to provide customers with quality service.

AIA Financial Services Consultants are trained to assist consumers to take stock of, review their objectives and priorities, and analyze their current situation before looking at potential product solutions. This initiative also supports and ensures the sustainability of AIA's needs-based sales approach – the AIA Financial Health Check process. Since its launch, the Academy has trained over 450 AIA Financial Services Consultants who are competent in conducting the AIA Financial Health Check for their clients.

The AIA Financial Health Check Academy is located at 371 Alexandra Road, AIA Alexandra, #01-02, Singapore 159963 since January 2009.

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News



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About AIA Companies in Asia

American International Assurance Co. Ltd., American International Assurance Company (Bermuda) Limited, American International Assurance Company (Australia) Limited and AIA Pension and Trustee Co. Ltd. (AIA Companies or AIA) represent collectively one of the largest groups of life insurance organizations in Asia, with branch offices, subsidiaries and affiliates located in jurisdictions including the People's Republic of China, Hong Kong SAR, Macau SAR, Australia, Brunei, India, Indonesia, Malaysia, New Zealand, Singapore, South Korea, Thailand and Vietnam. AIA provides an extensive range of life insurance products through a multi-channel distribution system with an extensive agency force.