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## Media Release

### **AIA SINGAPORE LAUNCHES NEXT GENERATION INVESTMENT-LINKED PLANS TO MEET GROWING DEMAND FROM SINGAPOREANS**

**Singapore, 25 July 2011** – AIA Singapore has launched the AIA Family First series of next generation investment-linked plans. The AIA Family First series plans provide customers the flexibility of choosing a plan to focus on protection, investment or a tailored combination of both depending on the individual's needs.

Mr. Tan Hak Leh, Senior Vice President & Chief Executive Officer, AIA Singapore, said, "The 2011 AIA Singapore Nationwide Protection Survey, conducted between March and June 2011, revealed that approximately one in five Singaporeans intend to take up life insurance policies in the next two years. Amongst those who have said they will definitely take up life insurance policies in the next two years as well as those who are still considering whether they will do so, 52 per cent plan to purchase investment-linked policies to add to their financial portfolio.

The launch of AIA Family First series reflects AIA Singapore's commitment to bridge the underinsurance gap in Singapore by providing customers personalized financial products and services to meet their individual needs. 2011 marks a significant milestone for AIA as we celebrate our 80th year of successful operations in Singapore and we will continue to forge strong relationships with the community to ensure that we fulfil the protection and savings needs of Singaporeans across generations."

The AIA Family First series offers two affordable plans for customers with premiums starting from S\$100 a month : AIA Family First Protect and AIA Family First Invest.

AIA Family First Protect focuses on providing high protection during income-earning years, with the flexibility to decrease protection and place greater emphasis on investment as customers approach retirement and their protection needs decline. For customers who are already well-protected, AIA Family First Invest offers clients the opportunity to focus specifically on growing their wealth.

The AIA Family First series provides customers access to a wide range of AIA funds, each managed by a professional fund manager.

The 2011 AIA Singapore Nationwide Protection Survey showed that approximately six in ten Singaporeans claimed to have a clear idea of how much they will need to set aside for their families in the event of their death or permanent disability, but fewer than two in ten Singaporeans are adequately insured - having a total sum assured / life coverage of approximately 10 times one's annual salary.<sup>1</sup>

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## **About the AIA Group**

AIA Group Limited and its subsidiaries (collectively “the AIA Group” or “the Group”) comprise the largest independent publicly listed pan-Asian life insurance group in the world. It has wholly-owned main operating subsidiaries or branches in 14 markets in Asia Pacific – Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei and a 26% joint venture shareholding in India.

The Group traces its origins in Asia back more than 90 years. It is a market leader in the Asia Pacific region (ex Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It has total assets of US\$107.9 billion (as at 30 November 2010).

The AIA Group meets the savings and protection needs of individuals by offering a comprehensive suite of products and services including retirement planning, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of more than 260,000 agents and over 21,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code ‘1299’.

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### Reference:

<sup>1</sup> *Protection Gap in Singapore Remains Wide’ (March 29, 2007) Press Release by the Life Insurance Association. Available at: [http://www.lia.org.sg/files/news/2007/03/Press\\_release\\_protection\\_29Mar07.pdf](http://www.lia.org.sg/files/news/2007/03/Press_release_protection_29Mar07.pdf)*