



AIA Singapore

1 Robinson Road, AIA Tower
Singapore 048542
T: 1800 248 8000

AIA.COM.SG

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AIAVitality.com.sg

Media Release

AIA Singapore partners GovTech to launch new digital service using MyInfo for easier, faster, safer transactions

Strategic collaboration is part of the company's digital transformation centred on meeting customers' needs and boosting business productivity through innovations

Singapore, 30 May 2019 — AIA Singapore launched a new digital service to enable SingPass users to authorise the retrieval of personal data from MyInfo via SingPass Mobile. Developed in partnership with Government Technology Agency (GovTech), this new digital service is one of the first in Singapore amongst insurers that facilitates faster and more secure transactions for customers. It will also increase operational efficiencies for the company.

Effective immediately, customers¹ will enjoy the following benefits when they purchase new insurance policies from AIA Singapore:

1. The **ability to digitally authorise and authenticate** the use of MyInfo data 24/7 conveniently and securely using SingPass Mobile;
2. **Application forms are pre-filled** upon user's authorisation;
3. **User data is always accurate, secured and up to date**; and
4. **Seamless application and faster inception for new policy applications using MyInfo data²**.
 - a. Authorisation using MyInfo data improves the traditional application process by providing faster approval without physical documentation.
 - b. Convenience of purchasing other new AIA policies as the same authorised data can be referenced within a six-month period³.

This collaboration is part of AIA Singapore's ongoing efforts to advance its customer-centric digital transformation, aligned with Singapore's Smart Nation ambition which includes establishing a single, national standard for secure and seamless digital transactions.

AIA Singapore and GovTech are also pursuing further enhancements for the second phase of this partnership.

"As key government initiatives under the National Digital Identity platform, MyInfo and SingPass Mobile have enabled AIA Singapore to deliver a more intuitive digital experience for their customers. We will continue to work with business partners across sectors to create services that can further drive the evolution of the digital identity ecosystem in Singapore," said Mr Kwok Quek Sin, Senior Director, National Digital Identity, GovTech.

Ms Melita Teo, Chief Operations Officer of AIA Singapore said, "The collaboration with GovTech and recent introduction of AIA Pay EZ, our online payment system, builds on AIA Singapore's comprehensive digital eco-system, which we are constantly enhancing to better meet the evolving needs of customers and to future-proof our services in a digitally-driven society."

¹ Applicable to Singaporeans and Permanent Residents (PRs) who are registered SingPass users.

² MyInfo is a government service that allows SingPass holders to manage their personal data and pre-fill forms in AIA Singapore's interactive point-of-sales system (iPoS) for insurance applications. With it, users can do away with manually filling in their personal data onto application forms and the need to submit supporting documents, such as NRIC or proof of address.

³ Applicable only for purchases through the same AIA Financial Services Consultant (AIA FSC) / AIA Representative.



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“The process is seamless and it’s interesting for clients to be engaged in this digital transformation process,” shared Ms Lois Ng, Financial Services Associate Director, who has been with AIA Singapore for the last 16 years.

“It’s very efficient – scarily efficient,” said Ms Angela Lin, Financial Services Consultant, who has been able to complete new insurance policy applications faster since using the enhanced system. “This digital enhancement allows us to deliver personalised service without compromising on quality, speed, and accuracy,” she added.

Simplifying payments with AIA Pay EZ – another customer-centric digital initiative by AIA Singapore

Launched in May 2019, AIA Pay EZ is an online payment platform that allows customers to pay policy premiums securely and conveniently. As compared to existing payment options, the payment process using AIA Pay EZ has been made simpler and more seamless by enabling customers to pay directly via their digital devices – anywhere, anytime.

This convenient payment platform is an example of efforts by AIA Singapore to better cater to the needs of Singapore’s increasingly digitally-enabled community, in which individuals, on average, spend more than 12 hours on a variety of gadgets daily⁴.

AIA Pay EZ is a complimentary service for customers available at: <https://myaia.aia.com.sg/en/myaia-payez/login.html>

Currently, credit card is an accepted method of payment on AIA Pay EZ platform. Customers can look forward to using PayNow⁵ as a payment method in Q3 2019.

Other market-first digital innovations established by AIA Singapore include POS EZ, which allows customers to authenticate their requests remotely without having to meet an insurance agent, as well as AIA’s Digital Underwriter, which provides instant underwriting decisions for new insurance applications.

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About AIA

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China,

⁴ People in Singapore spend over 12 hours on gadgets daily: Survey (Apr 3, 2017) The Straits Times. Available at: <https://www.straitstimes.com/singapore/12hr-42min-connected-for-hours>

⁵ PayNow is an electronic fund transfer service available to customers of any of the nine participating banks: Bank of China, Citibank Singapore Limited, DBS Bank/POSB, HSBC, Industrial and Commercial Bank of China Limited, Maybank, OCBC Bank, Standard Chartered Bank, and UOB. PayNow allows individuals and corporates to instantly pay by using mobile number, Singapore NRIC/FIN or Unique Entity Number (UEN).



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Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago in 1919. 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 had total assets of US\$230 billion as of 31 December 2018.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of 33 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").AIA Singapore.

Contact: Joanna Ash

6530 0863

Joanna-TM.Ong-Ash@aia.com

Dawn Teo

6530 0875

Dawn-my.teo@aia.com