

# The Story of AIA

May 2013



**AIA Australia is part of AIA Group, the largest independent, publicly listed pan-Asian life insurer in the world**





## Rock solid

Over two and a half million Australians benefit from our life insurance services – that's around 20 per cent of the working population. We've been in Australia for over 40 years and owe our success to providing the best possible cover at highly competitive rates and always paying legitimate claims promptly and reliably.

With the backing of the long-established AIA Group, the largest independent, publicly listed pan-Asian life insurer, AIA Australia has a strong foundation for its presence in Australia.

## Our products and services

We believe in delivering great value at competitive rates. Through offering a wide range of innovative and flexible insurance solutions, our products can be tailored to benefit your financial health and welfare.

Our range covers Income Protection, Life Cover, Trauma and Total and Permanent Disablement cover. We also offer a range of retail and business insurance solutions and business expense products as well as value-added services such as WeCare. Our regular product updates mean we are always working to improve the cover available to you and ensure our rates are some of the most competitive in the market.

## Happy to pay

At AIA Australia we believe in fair play and take pride in paying legitimate claims promptly and reliably. Our statistics demonstrate that this philosophy applies across our wide range of products year by year. At AIA Australia, we have a long-term focus, so when you take out an AIA Australia policy you can be confident that we will be around to pay it.

Our claims payments have grown continuously, in fact, since 2005 payments have grown almost tenfold. In 2012 we paid out \$569 million in claims, that's an average of \$2.2 million every working day.

**We deliver robust,  
superior life  
insurance solutions  
that meet the  
needs of everyday  
Australians**



**AIA Australia – Australia's  
fastest growing life insurer with  
over 2.5 million lives covered**



## Independently recognised

The strength and quality of our products and services have been widely recognised. In 2012, we were awarded by some of the industry's best:

- ANZIIF Life Insurance Company of the Year
- Canstar Life Insurance – Outstanding Value
- Canstar Income Protection – Outstanding Value
- Financial Review Smart Investor Blue Ribbon – Life Company of the Year
- Financial Review Smart Investor Blue Ribbon – Income Protection
- Money Magazine – Best Term Life & Total and Permanent Disablement (TPD)
- Asset Innovation – Best Life Cover Plan
- Money Management's Adviser Choice Risk Awards – Best Business Overheads product
- Super Review – Group Insurer of the Year

## Our financial strength means we're in it for the long term

AIA Australia fast facts:

- Over 2.5 million customers.
- Australia's fastest growing retail life insurer\*.
- Australia's largest group insurer by market share, partnering with some of the nation's biggest super funds.
- An A+ Standard & Poor's rating confirms our financial strength and ability to pay claims.
- \$1.078 billion in-force. The only Australian life insurer to achieve over A\$1 billion organically, i.e. without mergers or acquisitions.
- \$569 million paid in claims in 2012.

\* Fastest growing individual risk inflows and sales to year end September 2012. Source: Plan For Life Market Overview, Life Insurance Risk Premium Inflows & Sales Year Ended September 2012.



A tall, modern skyscraper with a glass facade, illuminated at night. The building's windows are lit up, and the AIA logo is prominently displayed at the top. The building is set against a dark blue night sky. In the background, other city buildings and a body of water are visible, with city lights reflecting on the water. The overall scene is a vibrant urban nightscape.

**AIA**

**With a presence  
in 16 markets across  
Asia Pacific,  
AIA Group has the  
strength to be there  
when you need us**

## AIA Group

AIA Australia is part of the AIA Group, a market leader in insurance and financial services with over 90 years of history across the Asia Pacific region.

### Strong today, stronger tomorrow

Today AIA Group is the largest independent publicly listed pan-Asian life insurer. With wholly owned subsidiaries or branches in 15 Asia Pacific markets, and a 26 per cent joint venture shareholding in India, AIA Group's total assets as at November 2012 were US\$134 billion.

Through our extensive Asia Pacific network, we are a world-class operation covering 25 million individual policies and over 13 million group scheme members.

## Facts about AIA Group

- Tracing back over 90 years in Asia
- One of the most recognised retail financial services brands in Asia
- Over 25 million in-force policies
- Over 260,000+ strong agency workforce
- 21,000 employees
- Superior financial and investment performance
  - FY12 operating profit after tax of US\$2.1 billion
  - FY12 embedded value of US\$31.4 billion
  - FY12 value of new business of US\$1.1 billion
  - Total assets of US\$134 billion
  - Solvency ratio 353%
  - S&P rating AA-

Source: AIA FY2012 Annual Results, 27 February 2013

## Not just great numbers

Our statistics are superb but it's our people and our products that pull it all together. AIA Australia constantly seeks the smartest people to deliver the most seamless insurance solutions in Australia, achieve the strongest financial outcomes possible and provide peace of mind for our clients.



For more information about AIA Australia, visit [aia.com.au](http://aia.com.au)