



# AIA Welcomes CommInsure



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We are excited to officially welcome CommInsure into the AIA family and mark the start of our 25-year strategic distribution agreement with the Commonwealth Bank of Australia (CBA). This – alongside the support of all our valued Advisers and Partners – will help enable us to deliver on our promise to make a difference in people's lives as we expand our reach to help millions more Australians live Healthier, Longer, Better lives.

Both AIA and CommInsure have strong histories as well as valued stories and experiences. Working together as one team, we are in a unique position to provide you with innovative services and solutions for your clients with our triple play proposition of Life, Health and Wellbeing. We believe this will enable us to realise our vision to champion Australia and New Zealand to be the healthiest and most protected nations in the world.

This is a growth story, and we are just at the beginning. We are committed to partnering with you to ensure your clients can engage with their life and health insurance in ways they never have before.

Thanks for your continued support.

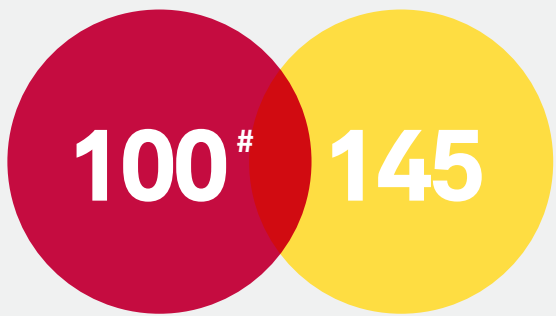
Kind regards,

A stylized, handwritten signature in black ink, appearing to read 'DM'.

**Damien Mu**  
CEO, AIA Australia & New Zealand

# AIA and CommInsure: a leading life insurer in Australia

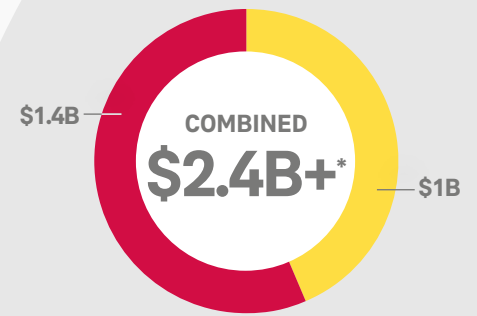
We are committed to providing the right solutions, paying claims and making a difference in people's lives.



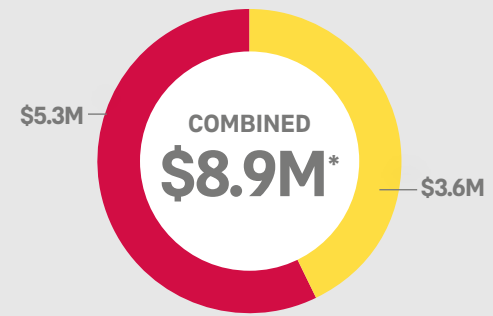
YEARS OF EXPERIENCE

We have an unrivalled depth of experience and knowledge.

Our market leading digital solutions for claims and underwriting helps our advisers and partners get business done quicker and easier.



TOTAL CLAIMS PAID IN 2018



AVERAGE CLAIMS PAID EVERY WORK DAY



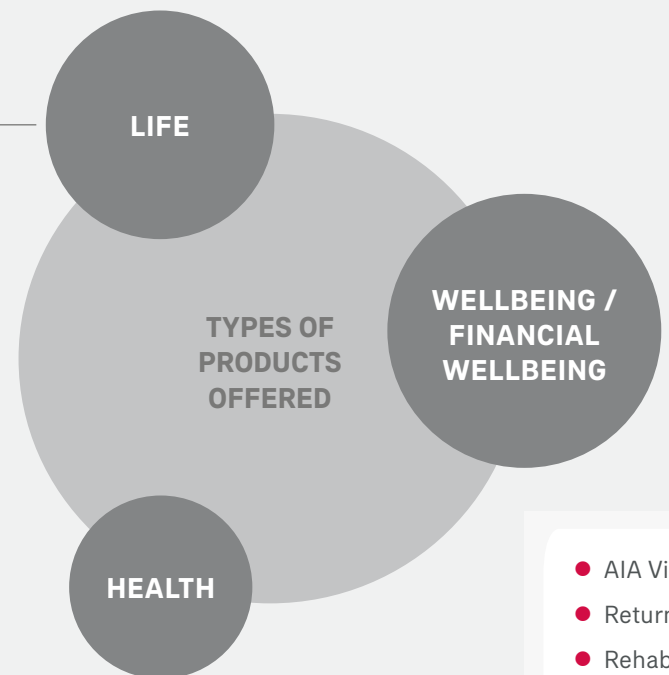
RETIREMENT INCOME PAID IN 2018

# AIA Group has 100 years of experience.  
\* The claims figures on this page are for Australia.  
Source: AIA Australia and CommInsure

AIA COMMINSURE

Together, AIA and CommInsure have a range of products to meet the needs of our customers, advisers and partners.

- Life Cover
- Total and Permanent Disablement (TPD)
- Crisis Recovery
- Income Protection
- Business Expenses
- Child Cover/ Family Protection



- AIA Vitality
- Return to work
- Rehabilitation
- Guaranteed Annuities
- Investment Growth Bonds

myOwn Health

CBA's and CommInsure's purpose to 'improve the financial wellbeing of our customers and communities' closely aligns with AIA's purpose to 'make a difference in people's lives'.

As one team, we are looking forward to helping more Australians live Healthier, Longer, Better lives.



# The AIA Group

AIA Group is committed to life insurance as its core business. With a demonstrated longevity and 100-year history in the Asia Pacific region, you can be confident in the financial stability and commitment of the Group to the success of the businesses in Australia and New Zealand.

Market	Year Est.
China	1919
Hong Kong	1931
Singapore	1931
Thailand	1938
Philippines	1947
Malaysia	1948
Brunei	1957
Australia	1972
New Zealand	1981
Macau	1982
Indonesia	1984
Korea	1987
Taiwan	1990
Vietnam	2000
India	2001
Sri Lanka	2012
Myanmar	2013*
Cambodia	2015

\* AIA has a representative office in Myanmar



## AIA Group Facts

- AIA Group is the largest listed life insurer in the world by market capitalisation (Bloomberg 15 October 2019)
- A presence in 18 markets across Asia Pacific
- More than 21,000 employees
- #113 on Forbes Global 2000: The World's Largest Public Companies (Forbes May 2019) and recognised as Asia's Number One Insurance Brand (Campaign Asia, June 2019)
- Serves the holders of 34 million individual policies and over 16 million participating members of group insurance schemes
- AIA provides protection to people across the region with total sum assured of over US\$1 trillion
- AIA made 13 million benefit payments during 2018, helping customers and their families to cope with challenges at different life stages.

Source: AIA Group

## AIA Group Results

Performance as at 30 June 2019

VALUE OF NEW BUSINESS	
<b>US\$2,275m</b>	<b>+20%</b>
OPERATING PROFIT AFTER TAX	
<b>US\$2,898m</b>	<b>+12%</b>
TOTAL INTERIM DIVIDEND PER SHARE FOR 2019	
<b>HK\$0.33</b>	<b>+14%</b>





# A century of history in the region



# 100 YEARS

In 2019 AIA Group celebrated its 100-year journey. We like to say we are '100 years' young'.



AIA can trace its roots back to 1919 in Shanghai, when American entrepreneur Cornelius Vander Starr began a new insurance business. Our 100-year journey since then has been one of courageous pioneering spirit that has seen AIA become the largest listed life insurer in the world\* with a presence across 18 markets.

Following our listing on the Hong Kong Stock Exchange in 2010, our 2019 Centennial year was another significant milestone for AIA Group.

Throughout 2019 there were Centennial-related events in each of our markets, providing us the opportunity to celebrate the 100-year journey of AIA and raise funds to support our local community causes.

\* By market capitalisation. Source: Bloomberg 15 October 2019





# How AIA is supporting you through industry change

At AIA, we understand the structural drivers of change in the life insurance industry that are impacting growth. We see these as:

- Low insurance penetration and a large, persistent underinsurance gap.
- Consumer trust deficit and ongoing media and regulatory scrutiny.
- Increasing prevalence of lifestyle-related diseases and mental ill health.
- Ageing population and growing need for retirement savings.
- Evolving consumer preferences and expectations.



## Our OPERATING PHILOSOPHY

Our OPERATING PHILOSOPHY is ‘Doing the Right Thing, in the Right Way, with the Right People and the Results will come’. The successful execution of our priorities will be driven by our focus on developing our people, investing in digital technology and maintaining our financial discipline.

Our strategic priorities to navigate these structural changes and generate growth are based around 6 pillars.



### Next Generation Retail Partnerships

- Build strong relationships to be the trusted partner of choice.
- Improve efficiency through digitalisation, automation and artificial intelligence.
- Diversify through different retail channels.



### Health and Wellbeing

- Engage customers in healthy living.
- Assist customers to return to wellness.
- Evolve from conventional payer to active partner.



### Next Generation Group Partnerships

- Deepen engagement with strategic partners.
- Strengthen and differentiate partner value proposition.
- Drive end customer engagement and education.



### Customer Centricity

- Leverage data analytics for greater customer insights.
- Transform customer experience through digital.
- Increase customer engagement.



### Product Innovation

- Deliver a unique customer value proposition of Life, Health and Wellbeing.
- Create relevant, sustainable products that provide value to customers at each stage of their life.
- Meet rapidly growing long-term savings needs.



### Industry Leadership

- Take a leadership role in advocating for the value and sustainability of the risk advice industry.
- Host events with key industry stakeholders, politicians and decision-makers.
- Develop policy to ensure the industry is sustainable and operating in the best interests of consumers.
- Work closely with adviser partners for input, feedback and advocacy.

## What we focus on

Our PURPOSE – to ‘Make a Difference in People’s Lives’ – is very much at the heart of how CommInsure operates, and strives to achieve this through its purpose of improving the financial wellbeing of customers and communities.

Our VISION is to champion Australia and New Zealand to be the healthiest and most protected nations in the world through our Shared Value philosophy. Together, we will be an unstoppable force as we strive to realise that vision.

Championing our vision means that we will advocate for positive industry change and encourage innovation to engage customers with life and health insurance products and services in ways never done before.

We want to reimagine life insurance products for customers and make a difference in people’s lives through life, health and wellbeing.





AIA Vitality is AIA's health and wellbeing program that allows customers to get to know their health, learn how to improve their health and enjoy rewards for doing so.

AIA Vitality is a personalised, science-backed program that supports customers every day to make healthier lifestyle choices. It shows them how healthy they are now, provides the tools to start improving their health right away, and offers amazing rewards to keep them motivated along their journey.

#### How it works

Customers earn points by learning and improving on their current state of health in areas such as nutrition, exercise and mental wellbeing. They then build up their points through diet and exercise activities, which earn them weekly rewards as well as contribute to their overall status (Bronze, Silver, Gold and Platinum).

## DAVID BECKHAM

### #WHATSYOURWHY CAMPAIGN

As one of the world's most iconic athletes, David Beckham is a natural fit as an endorser of health and wellbeing for AIA. As a loving husband and father, his vision and values are perfectly aligned with what we do at AIA and we believe he is a powerful and credible voice that can help to:

- Position health and wellbeing at the heart of the AIA brand;
- Build awareness of the AIA Vitality proposition;
- Encourage adoption of the AIA Vitality program amongst the public; and
- Encourage partners to provide propositions linked to AIA Vitality.



## AIA Vitality experience

### Australia\*



#### Steps Taken

**Over 130 billion**

That's running to the moon and back...  
**130 times.**



#### HOYTS Movie Vouchers Enjoyed

**139,889**

Or **12 million+** minutes of gags, tears and choc-tops.



#### Online Health Assessments

**333,933**

More people checked their health than attended the AFL and NRL Grand Finals combined.



#### Visits to our Partner Gyms

**1,440,583**

That's almost **4,000 workouts...** a day.



#### Shopping Vouchers

**206,459**

Over **\$11 million** worth of 'yes, I'll take it!'



#### Total Flights Booked

**12,683**

**\$6.1 million** saved on flights... imagine how many pool-side massages that could buy.

\* Member activity to 31 July 2019



2 in 3 policies with  
AIA Vitality



More than 1 in 2 Advisers  
selling AIA Vitality

**40%▼**

40% lower lapse rate  
for AIA Vitality

\*\* Member activity to 30 September 2019

### Internationally#

AIA is an industry leader in health and wellbeing, pioneering programs in 13 markets. Internationally, AIA Vitality has been very well received by AIA customers:

**13 million**

Times members achieved their weekly target.

**4.8 million**

Online Health Assessments taken.

**>11,000**

Newly registered fitness devices each week.

**>1 million**

Fitness reward vouchers distributed each month.

**700,000**

Workouts submitted via fitness trackers each week.

**2.6 million**

Verified BMI readings captured.

# Member activity to 8 May 2019

## Life, Health & Wellbeing

As a leading life insurer we understand that we need to be there to support our members through all life's twists and turns, protecting them in times of need. But we want to do more than that. We want to help our members to lead Healthier, Longer, Better lives.

Expanding into health insurance was a natural extension, so we launched our health insurance fund – myOwn health insurance – in 2017. Combined with our life insurance offering and AIA Vitality wellbeing program, our health insurance products complete our unique customer value proposition centred around Life, Health and Wellbeing.

Our health insurance products are integrated with the AIA Vitality program, delivering discounts and benefits exclusive to members that have engaged with the AIA Vitality program to improve their health.







**HEALTHIER, LONGER,  
BETTER LIVES**