



HEALTHIER, LONGER,
BETTER LIVES

AIA THAILAND

VISION

To be world's pre-eminent
life insurance provider

PHILOSOPHY

DOING THE **RIGHT** THING...
IN THE **RIGHT** WAY...
WITH THE **RIGHT** PEOPLE...
AND THE **RIGHT RESULTS** WILL COME.

PURPOSE

To become a leader in driving regional
economic and social development

PROMISE

To help people live
HEALTHIER, LONGER, BETTER LIVES





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FACTS & FIGURES



AIA Thailand was established in 1938. Currently, 1 out of 3 life insurance policies in Thailand is written by AIA¹, covering over 30% of all life sum assured in the country.



We boast more than **55,000 agents nationwide²**, serving over **5 million² individual customers** and more than **15,000³ corporate clients**.



Continually developing our agents with various training curriculums to become **AIA Financial Advisors** with more than **3,000 agents³ registered** as **Million Dollar Round Table (MDRT)** members, the highest number among insurance companies in the country.



With over **8 million policies⁴**



AIA Unit Linked holds a **59% market share** in the life insurance with investment sector in Thailand¹



AIA Investment Management (Thailand) Limited or **AIAIMT** manages assets worth **over 700 billion baht⁴**

Remarks

1. TLAA Annual Report 2023

2. Statistic from AIA Thailand, as of May 2024

3. Statistic from www.mdrt.org

4. Statistic from AIMC, as of May 2024



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PRODUCTS & APPLICATIONS

- AIA uses cutting edge technology to deliver convenient, secure and seamless customer experiences.

AIA+

An all-in-one application offering diverse services for both individual and group insurance. Other services include AIA Pay, AIA Vitality, and AIA Prestige which caters to health, travel, and special service needs of our valued customers.

AIA ONE

An exceptional application for agents that simplifies and enhances work efficiency. It includes comprehensive features for convenience, including AIA iSign, iMO, iPoS+, etc.

AIA Total Health and Wealth Solutions

Providing both solutions for a better and sustainable health, ensuring a sustainable and prosperous future for everyone in Thailand.

- **Total Health Solution**

Supplementary health services that offers more than just a coverage with various services including Cashless Claim, AIA Regional Passport, 24-hour Emergency Medical Assistance or Personal Medical Case Management.

- **Total Wealth Solution**

Helps you reach your wealth goals through effective life insurance products, financial planning, and promoting good financial habits and healthy choices.

Alive

Powered by AIA

Application provides consultant and recommendation on health for you and family.

AIA Vitality

An innovative wellness programme that encourages you to live a healthier lifestyle and rewards you with discounts on your insurance premium and partner rewards.





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PARTNERSHIPS

AIA Thailand has formed partnerships with leading companies to strengthen our business.





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AIA ONE BILLION

JOIN THE JOURNEY

- AIA Group Limited has launched of AIA One Billion with a bold ambition to engage a billion people to live Healthier, Longer, Better Lives by 2030.

As the largest Asia-Pacific life and health insurer, AIA is starting a movement to improve the health and wellness of individuals and help create a more sustainable future in Asia. AIA One Billion underscores AIA's commitment to engage, educate and inspire communities across Asia-Pacific to improve physical, mental and environmental wellness while championing financial inclusion.





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ESG AT AIA

FOR A SUSTAINABLE FUTURE

AIA's ambition is to play a meaningful role in shaping a sustainable future for the communities we serve and create long-term value for all our stakeholders. We are highly committed to promote operations related to Environmental, Social, and Governance (ESG) issues.



Certificate of Membership
Thailand's Private Sector
Collective Action Coalition
Against Corruption (CAC)



No Gift Policy



Whistleblower
Protection Policy



Corporate
Governance
Framework



AIA Sharing A Life



AIA Road Safety
(Helmet Donation)



AIA Football Clinic



AIA Healthiest Schools



AIA Coding School



AIA Operation Smile



AIA New Leg New Life



AIA Survival Kits Donation



AIA School and AIA Library



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AWARDS & RECOGNITION

2023 – 2024 AWARDS

Awards underscore our commitment to maintaining our position as the #1 life insurer in Thailand.

- Awarded No.1 Brand in Thailand for Health and Life Insurance by Marketeer magazine for the 13th consecutive year.
- Thailand's Most Admired Brand for Unit Linked and Market Leader Brand Award from BrandAge
- Best Life Insurance Company by International Finance Magazine
- LINE Thailand Awards - Display ADs for insurance category

Best Real Estate Developer in Asia-Pacific Award

- Asia Pacific Property Awards for Mixed Use Architecture Thailand from AIA East Gateway



Excellent Fund Management Awards by AIA Investment Management (Thailand) Limited or AIAIMT

- Best of the Best Awards for Best Bond Manager by Asia Asset Management
- 5-star rating for Income Fund from Morningstar Thailand
- 5-star rating for AIA US500 Equity Fund from Morningstar Thailand.

Best Products and Innovations for Customers Awards

- EASE 2.0 Awards with a total of 8 accolades across the Asia-Pacific region from AIA Group

Corporate Social Responsibility Excellence Recognition and Sustainability Awards

- Asia Responsible Enterprise Awards for Best Health Promotion from AIA One Billion Trail
- The Benefactor Award 2024 from the Ministry of Education
- Outstanding Sustainability Development from the Office of Insurance Commission (OIC).
- AMCHAM Corporate Social Responsibility Excellence Recognition, Platinum Status"



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