



HEALTHIER, LONGER,  
BETTER LIVES

# AIA THAILAND 2019



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## Vision

To be the world's pre-eminent  
life insurance provider

## Purpose

To play a leadership role in  
driving economic and social  
development across  
the region

## Philosophy

Do the Right thing,  
In the Right way,  
With the Right people,  
The Result will come.

## Brand Promise

Helping people to live  
**HEALTHIER, LONGER,  
BETTER LIVES**



AIA Thailand  
established in **1938**

Covering over **33%**  
of all life sum assured in  
the country <sup>2</sup>

More than  
**55,000**  
agents nationwide <sup>1</sup>



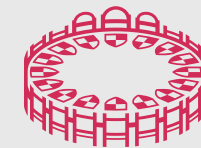
**1 out of 3**  
life insurance policies in  
Thailand is written by AIA <sup>1</sup>



Serving **5.3 million** <sup>1</sup>  
individual customers

More than **12,000** <sup>1</sup>  
corporate clients

Over **8.2 million** <sup>1</sup>  
policies



**MDRT®**

**#1 MDRT**  
in Thailand with more than  
**1,700 MDRT** <sup>1</sup>  
qualifiers

Having the highest number  
of unit linked sales <sup>2</sup> and

**IC-licensed  
agents** <sup>3</sup>

Spearheading the life insurance  
industry in pioneering

**iPoS+ &  
AIA iService**  
applications for sales and  
customer support



**Maximizing  
AIA Financial Advisors  
with AIA FA Centres  
nationwide**

# AIA Vitality

## AIA Vitality

The first wellness programme in Thai insurance industry that offers customers discounts and benefits through insurance plans and exclusive network of partners



Know  
your health



Improve  
your health



Enjoy  
the rewards

“We are truly committed to make a positive difference to Thai society”



### AIA School

Providing educational opportunity to Thai children since 2018<sup>1</sup>



### AIA School Library

Providing **36 libraries**<sup>1</sup> nationwide



### AIA Operation Smile

Repairing facial deformities for **2,500 children**<sup>1</sup>



### AIA New Legs New Life

Providing more than **4,400 prostheses**<sup>1</sup>



### AIA Sharing A Life Day

Helping people live healthier, longer, better lives with up to **200,000 volunteers**<sup>1</sup> participating in one-day event across the country since 2014



Donating up to **2,000 survival kits/ year**



### AIA Football Clinic

Enhancing football skills for up to **8,000 children**<sup>1</sup> since 2012



“THESE AWARDS are proof of our determination to be the undisputed **#1 life insurer** in all key aspects of our business”



### Best Management Award 2017

The Second Runner Up from Office of Insurance Commission (OIC)



### The Most Powerful Brand of Thailand 2018

From Chulalongkorn University (4 consecutive times)



### The Most Admired Brand

From BrandAge magazine (18 consecutive years)



**AMCHAM Corporate Social Responsibility Excellence Recognition (ACE)** with the Gold status (7 consecutive years of ACE recognition)



**Best Real Estate Investment Manager in Thailand** From Euromoney magazine (2 consecutive years)

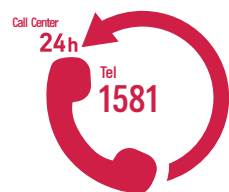


Remarks :

1. As of December 2018

2. TLAA Annual Report 2017

3. Statistics of active investment analysts, from website of The Securities and Exchange Commission, last updated on 17 January 2019



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