

# News



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**For Immediate Release**

**AIA Singapore Wins Reader's Digest Trusted Brand 2009 (Gold Award)  
For The 6<sup>th</sup> Consecutive Year**

**28 April 2009** - AIA Singapore is very pleased to announce that it has won the Reader's Digest Trusted Brand 2009 (Gold Award) for the sixth consecutive year. This was based on the views of 1,000 Reader's Digest readers and non-readers who took part in the survey in Singapore.

Respondents were asked to name their most trusted brand in each of the product categories, and then to rate each brand they named according to 6 attributes - quality, value, understanding of customer needs, innovation, trustworthiness and social responsibility.

"We are very honoured to be voted as a trusted brand for the insurance company category. We would like to thank our customers for their confidence and trust in AIA," said Mr Kenneth Juneau, Chief Executive Officer, AIA Singapore.

Mr Juneau added, "This seal of approval by consumers in the brand spurs our commitment to strive even harder to continue serving their insurance and financial needs for many more years to come."

AIA also clinched the Gold Award for Asia (Reader's Digest Asia-wide Trusted Brand 2009) with consumers across the region having voted AIA as their trusted insurance brand.

The Reader's Digest Trusted Brand 2009 Awards is organized by Reader's Digest. It is based on the results of the Reader's Digest Asia Trusted Brands Survey which was conducted by The Nielsen Company in October 2008. Consumers are surveyed through questionnaires distributed in Reader's Digest as well as through telephone interviews of randomly selected consumers in Singapore.

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**About the AIA group**

The AIA group is a leading life insurance organization in Asia with a unique heritage of serving the world's most dynamic region for 90 years. It provides consumers and businesses with products and services for life insurance, retirement planning, accident and health insurance as well as wealth management solutions. Through an extensive network of 250,000 agents and 20,000 employees across 13 geographical markets, the AIA group serves over 20 million customers in the region.

The AIA group has branch offices, subsidiaries and affiliates located in jurisdictions including Australia, Brunei, China, Hong Kong, India, Indonesia, Macau, Malaysia, New Zealand, Singapore, South Korea, Thailand and Vietnam.