



## AIA Singapore

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AIA.COM.SG

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[AIAVitality.com.sg](https://www.aia.com.sg)

## Media Release

### AIA Singapore appoints new Chief Distribution Officer

**Singapore, 27 August 2021** – AIA Singapore is pleased to announce the appointment of Mr. Chin Chung Wen as its new Chief Distribution Officer, with effect from 1 October 2021 and will report to Ms. Wong Sze Keed, Chief Executive Officer of AIA Singapore.

Chung Wen has served with AIA for close to 30 years and is currently Regional Chief Agency Officer of AIA Group Agency Distribution, leading impact projects for different markets across the group in support of AIA's long-term business strategy. Chung Wen brings with him a wealth of experience in agency distribution management and has held several leadership roles including Chief Agency Officer of AIA Singapore.

Ms. Wong Sze Keed, Chief Executive Officer of AIA Singapore, said, "I am delighted that Chung Wen will return to AIA Singapore to be our new Chief Distribution Officer. Chung Wen is a highly respected industry veteran and is known for his ability to embrace change and drive results with agility and firm execution. I am confident that under Chung Wen's leadership, he will continue to grow our tied distribution and take them to new heights as we accelerate AIA's transformation into an Organisation of the Future (#OotF) and digital-first life insurer."

Chung Wen will succeed Ms. Ho Lee Yen, who leaves the company after serving 10 years with AIA Singapore in various positions including Chief Partnership Officer, Chief Customer and Marketing Officer and most recently as Chief Distribution Officer. During her tenure, the agency force accelerated the adoption of digital solutions to transform customer experience in the midst of the pandemic. At the same time, AIA's tied distribution force continued to achieve growth and a record number of MDRT qualifiers in 2021. Prior to this, Lee Yen was the Chief Customer and Marketing Officer where she led the team in developing innovative solutions and strengthening AIA's proposition to customers. Lee Yen was also named 'CMO of the Year' at Marketing Talent Awards in 2019.

Sze Keed added, "I would like to thank Lee Yen for her leadership and significant contributions to AIA Singapore. Lee Yen is leaving AIA with many achievements under her belt that she should be truly proud of and I would like to wish her the very best in her future endeavours."

In a further shuffling of its Distribution team, AIA Singapore has named Mr. Damien Tan as its new Chief Executive Officer of AIA Financial Advisers (AIA FA) with effect from 1 September 2021. An experienced industry professional, Damien has over 23 years of experience in all areas of distribution and strategy and will be responsible for managing the continued development and growth of AIA FA. Damien succeeds Mr. Delon Choo, who is set to lead as Chief Agency Officer of AIA Singapore. Both will report to Chin Chung Wen.

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### About AIA

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR(1), Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR(2), and a 49 per cent joint venture in India.



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The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$330 billion as of 30 June 2021.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia, AIA serves the holders of more than 39 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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1. Hong Kong SAR refers to Hong Kong Special Administrative Region.
2. Macau SAR refers to Macau Special Administrative Region.