



AIA Singapore

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AIA.COM.SG

Real change to health begins at
[AIAVitality.com.sg](https://www.aia.com.sg)

Media Release

AIA Singapore appoints newly-created role of Chief Product Proposition Officer

Singapore, 12 August 2021 – AIA Singapore appoints Ms Irma Hadikusuma as its Chief Product Proposition Officer (CPPO) with effect from 1 September 2021. This new role was created as part of AIA Singapore's commitment to focusing on reorienting strategic priorities to stay ahead of the curve and provide innovative experiences and propositions to customers. The CPPO will report to Ms Wong Sze Keed, Chief Executive Officer of AIA Singapore.

The newly set up product proposition team will provide strategic direction to drive the innovation, development and management of a compelling, customer-centric, and synergetic proposition portfolio for all AIA Singapore's distribution channels.

A Fellow of the Institute of the Actuaries, UK, Irma has held several actuarial, business development, and marketing roles throughout a career spanning more than 18 years; testament to her drive and versatility.

Ms Wong Sze Keed, Chief Executive Officer of AIA Singapore, said, "As a people-centric organisation, AIA Singapore is focused on driving inclusion and collaboration by developing and nurturing our strong pool of talent. I am delighted to welcome Irma as our new Chief Product Proposition Officer, where she will play an essential role in our transformation into an Organisation of the Future (#OotF) and digital-first life insurer."

"With her extensive and rounded experience in marketing and actuarial science, Irma will lead AIA Singapore's ambition to elevate our innovative offerings to a whole new level, all with the intention of fulfilling our brand promise of empowering Singaporeans to live Healthier, Longer, Better Lives."

Irma joined AIA Singapore in 2013 as Head of Customer Segment Management. This was followed by a 5-year stint as Head of Product, Funds Development and Implementation team, overseeing the development, management, and implementation of products as well as Investment Linked Policy (ILP) funds in Singapore. Most recently, she held the position of Regional Business Development Director at the Regional Chief Executive Office of AIA Group, covering Singapore and Brunei, Malaysia, Indonesia, Cambodia, and Myanmar.

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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, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR(2) and New Zealand, and a 49 per cent joint venture in India.

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\$326 billion as of 31 December 2020.

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 38 million individual policies and over 16 million participating members of group insurance schemes.



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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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Notes:

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