



**American International Assurance
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Media Release

AIA GROUP CEO UNVEILS AIA SINGAPORE'S NEW SERVICE CENTRE IN TAMPINES

*AIA also launches nationwide survey to better understand the life insurance protection needs
of Singaporeans*

Singapore, 8 April 2011 – Today, AIA Singapore opened its new service centre in Tampines at a ceremony officiated by Mr. Mark Tucker, AIA Group Chief Executive and President.

The AIA Tampines Service Centre is AIA's second service centre in Singapore. The service centre reinforces the Company's commitment to providing top-quality customer service and brings AIA closer to the heartlands by offering greater convenience and accessibility to its customers, especially those residing in the east. AIA Singapore's main customer service centre, which was newly refurbished last year, is located in the heart of the business district at 1 Finlayson Green.

AIA Singapore also announced the launch of a nationwide survey to help it better understand the issues and challenges Singaporean families face in meeting their needs for life insurance protection against loss of family income through premature death of the breadwinner and other misfortunes. This is part of AIA Singapore's overall focus on helping families make fully effective financial provision through savings and protection insurances to cover all major financial needs and risks across generations.

The nationwide protection survey commissioned by AIA Singapore follows on from a Life Insurance Association report which found that the existing life insurance cover of working adults in Singapore averages only S\$165,000 compared with a typical need of approximately S\$500,000 *.

Mr. Mark Tucker said, "The new service centre reaffirms AIA's commitment to bring greater convenience to our customers. AIA's priority has always been and continues to be about meeting the lifecycle savings and protection needs of individuals in all its markets and helping customers close the protection gap through products tailored to their needs is a top priority for AIA not just in Singapore, but across the region."

Added Mr. Kenneth Juneau, Executive Vice President and Chief Executive Officer of AIA Singapore, "AIA Singapore is committed to helping families close the protection gap. The findings from our survey will help us better understand how we can address the concerns and issues on Singaporeans minds in getting adequate life insurance protection for themselves and their families."

AIA Singapore expects to publish the research findings of its survey in July 2011.



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During the opening ceremony, Mr. Kenneth Juneau was also pleased to announce that thanks to the generosity of AIA staff and agents, AIA Singapore has raised over S\$220,000 for the Red Cross Japan Disaster Relief Fund. There are also fundraising efforts underway at the AIA Group Office as well as in its operations in other countries in the region.

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About the AIA Group

AIA Group Limited and its subsidiaries (collectively “the AIA Group” or “the Group”) comprise the largest independent publicly listed pan-Asian life insurance group in the world, with a broad footprint spanning 15 markets in Asia Pacific. The Group traces its origins in the region back more than 90 years and has total assets of US\$107.9 billion.

The AIA Group meets the savings and protection needs of individuals by offering a comprehensive suite of products and services covering accident and health insurance, life insurance and retirement planning. It also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of more than 260,000 agents and over 21,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group policies.

The Group has operations in Hong Kong, Thailand, Singapore, China, Malaysia, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei and India.

The AIA Group is a market leader in the Asia Pacific region (ex Japan) based on life insurance premiums, and holds number one positions in six of its geographical markets. Due to its historical roots in Asia, the AIA Group has built a network of mainly wholly-owned businesses operating as branches or subsidiaries. Only in India, where legislation restricts foreign ownership of insurance companies to 26%, is the Group’s main operating unit a joint venture.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code ‘1299’.

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Notes: *An analysis by the Life Insurance Association in 2007 found that existing life insurance cover averages S\$165,630 after factoring in mortgage insurance and CPF savings, while protection needs requirement amounts to S\$494,850 after taking into account wage and expense inflation.