



AIA Australia

PO Box 6111
St Kilda Road Central VIC 8008
Freecall : 1800 333 613
Freefax : 1800 832 266
AIA.COM.AU

Media Release

Contact: Damien Mu, AIA Australia
+61 407 849 189

AIA Australia launches platform integrated insurance product

MELBOURNE, 21 July 2010: AIA Australia today announced the launch of a new initiative, Platform Investor Protect. This new capability will see the insurer's flagship retail product, Priority Protection, be integrated onto an investment platform for the first time.

Clients will benefit by being able to fund the payment of premiums for their individual Priority Protection policy from their investment account, within the platform, to AIA Australia. In addition, unlike many insurance offerings available via a platform, Platform Investor Protect is not based on a group insurance arrangement.

This news will be welcomed by planners who have indicated that they would be keen to gain greater access to life insurance products via platforms.

Damien Mu, AIA Australia's Chief Distribution & Marketing Officer, said, "As an independent life risk specialist, AIA Australia is focused on improving the ease with which individual risk products are made accessible to advisers and their clients. By providing advisers with the ability to more readily source individual risk products via their preferred investment platform, they will be in a better position to address their clients' end-to-end protection needs and tackle the very real problem of underinsurance amongst everyday Australians."

Platform Investor Protect will capitalise on the converging retail and group insurance products already offered by AIA Australia and leverage the strength of both AIA Australia's position in the group insurance market and existing retail client relationships.

- end -

About AIA Australia

AIA Australia Limited (ABN 79 004 837 861 AFSL 230043) has been operating in Australia for over 40 years. AIA Australia is a subsidiary of the AIA Group and a specialist provider of life insurance products aimed at protecting the financial health and welfare of Australians.

About the AIA Group

The AIA Group is a leading life insurance organisation in Asia Pacific that traces its roots in the region back more than 90 years. It provides individuals 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 more than 320,000 agents and approximately 23,500 employees across 15 geographical markets, the AIA Group serves the customers of over 23 million in-force policies 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, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

###