

AIA INDONESIA COMPANY PROFILE



MESSAGE FROM PRESIDENT DIRECTOR

AIA is committed to providing the best financial protection for the people of Indonesia. AIA continues to strive to fulfill its commitment to helping millions of families in Indonesia live healthier, longer, better lives. In realizing this commitment, we are determined to become the most trusted Lifetime Financial Partner chosen by Indonesian families, while ensuring the sustainability and profitability of the company.

We believe that being the top choice for Indonesian families means providing excellent, customer-oriented services while understanding the needs and expectations of our customers. To deliver a simpler and more convenient insurance experience, we continuously improve our services and innovate by leveraging technology and digital solutions.

We understand that customer trust is the key to our success. Therefore, we are always committed to implementing high-risk management standards, developing the best talents in the industry, and utilizing technology and digital advancements as the foundation for our business growth and sustainability.

With a spirit of innovation and strong commitment, AIA will continue to grow and create a positive impact for millions of families in Indonesia.

Harsya Prasetyo
Presiden Direktur
AIA Indonesia



WHO WE ARE AND WHAT WE STAND FOR

In AIA, we focus on healthy living, transforming the way we do business, from payor to partner. Our purpose is helping millions of families in Indonesia live healthier, longer, better lives.

OUR PRODUCTS

We provide a wide range of the best financial solutions to meet the protection needs of Indonesians people, both individual and corporate.

INDIVIDUAL



Life Insurance



Medical Insurance



Critical Illness Protection



Life Insurance with Syariah
Principle



Life Insurance with
Investment Plan

CORPORATE



Employee Benefits



Pension

CITIES WE CALL HOME



Operating in all over Indonesia with Bancassurance partners, Also AIA Agency representative offices in following cities:

Pekanbaru, Jember, Jambi, Padang, Samarinda, Batam, Solo, Denpasar, Banjarmasin, Bekasi, Kupang, Bontang, Bogor, Manado, and Ambon.

AIA GROUP

Presence in
18 Markets

Provides protection to people
across the region
with total sum assured of almost
US\$2 trillion⁽¹⁾

**Over 21 million Dollar
benefit payments**
were made during 2023,
helping customers and
their families to cope with
challenges at different
life stages

Notes:

(1) As of 31 December 2023.

(2) As of 9 September 2024

(3) A record total of 16,017 AIA agents and agency leaders were registered as MDRT members as of 1 July 2021.

The only international life
insurer headquartered and
listed in Hong Kong and

**100% focused
on Asia**

**The largest
listed company
on the Hong Kong
Stock Exchange**
which is incorporated
and headquartered
in Hong Kong

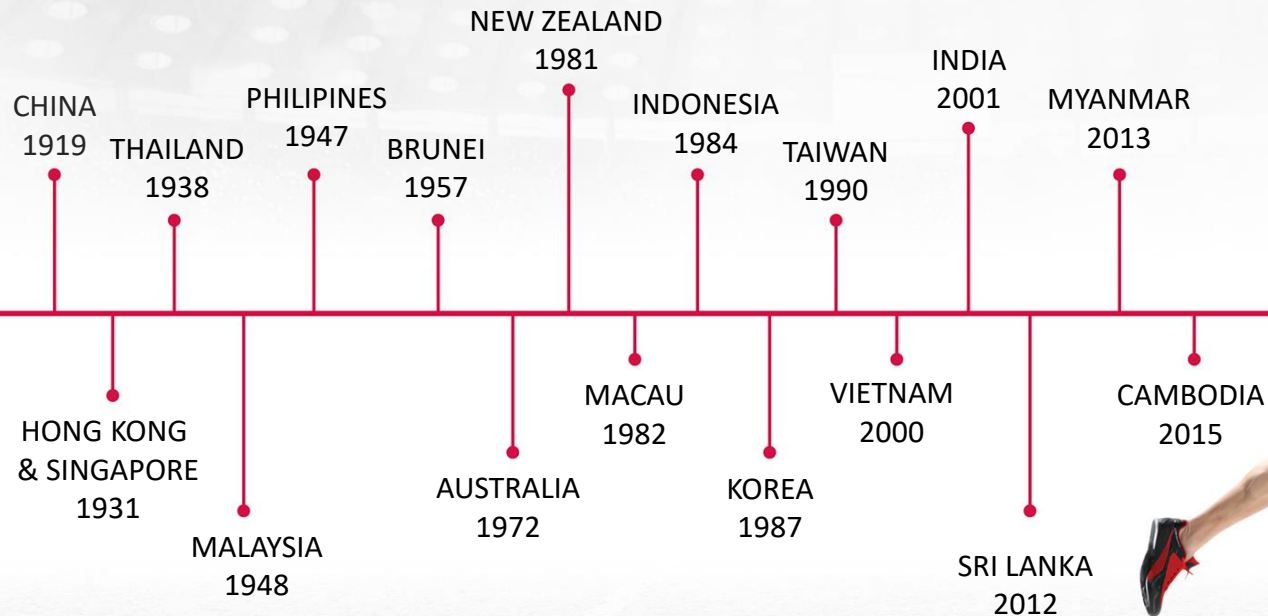
Serving the holders
of more than
42 million
individual policies⁽²⁾
and over
16 million⁽²⁾
participating members
of group insurance
schemes

**No.1 Worldwide
for MDRT Members**

The only multinational
company to top the table
for ten consecutive years⁽³⁾



AIA IN ASIA



AIA IN INDONESIA

In 1984, AIA entered Indonesia. As the business continued to grow, the company was then established under the name of PT. Asuransi Jiwa Lippo Utama in 1996. The company continued to transform ever since before finally changed its name to PT AIA FINANCIAL in 2009.



29 APRIL 2009

PT AIA FINANCIAL (AIA)

23 DECEMBER 2004

AIG LIPPO changed to PT AIG LIFE (AIG LIFE)

12 NOVEMBER 1999

Company changed its name to PT ASURANSI AIG LIPPO LIFE (AIG)

1996

Established under the name of PT. Asuransi Jiwa Lippo Utama

1984

AIA entered Indonesia

OUR STRENGTH



Over 25 years of
experience in Indonesia



Protecting individual & group
policy customer with Risk Based
Capital of 294%*



Operating in all over Indonesia
with Bancassurance partners
and AIA Premier Agency Centre
(APAC) office in 13 cities



More than 4.000
sales force & 1.000
employees

*as of full year 2024

PRESTIGIOUS RECOGNITION ACROSS INDUSTRY, LOCAL AND INTERNATIONAL LEVEL

- Indonesia's HR Asia Best Company to Work For in Asia 2020 from HR Asia
- Customer Service Initiative of the year: Tanya Anya - Insurance Asia Award 2023
- "Very Good" predicate for Life Insurance company financial performance from Infobank Magazine
- Iconomics Sharia Award for Best Sharia Insurance 2021 category
- Best Unit Link 2022 for 6 Fund category from Investor Magazine
- Life Insurance Market Leader 2023 from Media Asuransi
- Marketing Initiative of the Year - Insurance Asia Awards 2024
- Insurance Market Leaders Award 2024 - Media Asuransi



OUR DISTRIBUTION CHANNELS AND PARTNERS

CHANNELS :

Agency
Bancassurance
Corporate Solutions
Direct Marketing

PARTNERS :



LEADING IN QUALITY AND PROFESSIONALISM OF DISTRIBUTION



MDRT®

#1 MDRT FOR 10 CONSECUTIVE YEARS

AIA has been named the Number 1 Million Dollar Round Table (MDRT) company in the world for a record-breaking tenth year in a row. MDRT®, is a global, independent association of the world's leading life insurance and financial services professionals.



ENGAGING OUR CUSTOMERS THROUGH PROFESSIONAL LIFE PLANNER AND BANCASSURANCE LIFE CONSULTANT

AIA is focusing on development of Life Planner and Bancassurance Life Consultant with a specially designed professional program through a comprehensive training and development process to focus on customers, building two-way communication and meaningful relationships with customers to help them plan on protection, financial plan and pursuing healthy living.



OUR SERVICES

We are committed to bring innovation for your ease and comfort.



Get easily connected with
ANYA Whatsapp service
0811 1960 1000



Customer care line
1500 980



Transaction statement
sent by e-mail



Policy information
in anywhere & anytime

AIA Vitality

LIVING A HEALTHY LIFESTYLE WITH AIA VITALITY

We support you in taking charge of your health with AIA Vitality, a science-backed health and wellbeing program to support community in making healthier lifestyle choices, whilst being rewarded with access to various discounts from partners.

AIA VITALITY PARTNERS



HOW IT WORKS



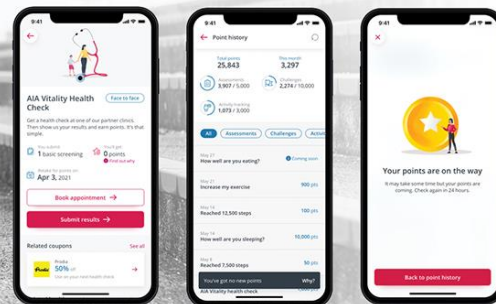
Know your Health
Learn more about your health



Improve your Health
We'll support you to make healthier choices



Enjoy the Rewards
Healthier choices lead to great rewards





Tottenham Hotspur

In AIA, we champion healthy living. In 2013 AIA commenced a partnership with English Premier League football club Tottenham Hotspur, as the official Cup Shirt sponsor.

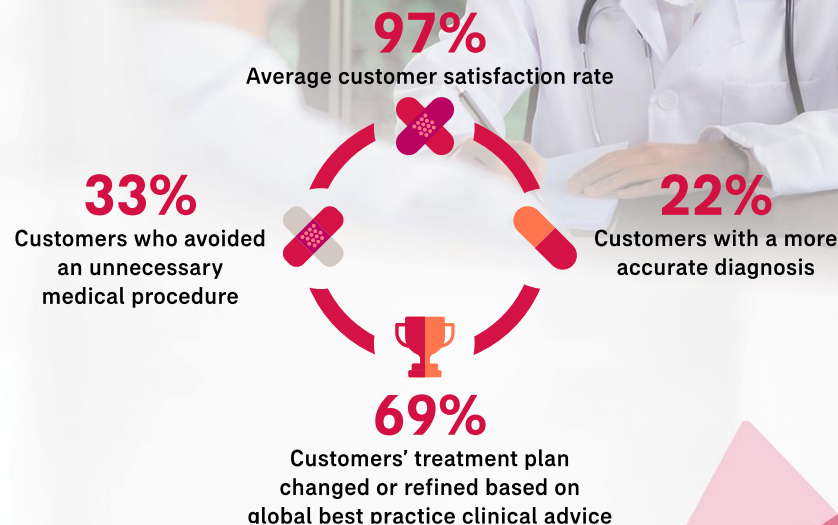
In May 2017, AIA announced the extension and expansion of its partnership with Tottenham Hotspur. Under the new agreement, AIA will now be recognized by the Club as a Global Principal Partner.

PERSONAL MEDICAL MANAGEMENT THERE FOR CUSTOMERS WHEN IT MATTERS MOST

AIA is committed to give a compelling propositions by presenting a world class medical services, Personal Medical Management, collaborated with Medix

When faced with a serious medical situation, customers will receive:

- The clarity that comes from a 360-degree, highly personalized view of their cases from a single point of contact
- The confidence that comes from an independent review of their diagnoses and treatment plans by a network of local and global specialists
- The control that comes from knowing they have the right information to make the right decisions at the right time
- The care that comes from 24/7 access to advice and support for a period of at least three months



HEALTHCARE AT YOUR FINGERTIPS

AIA strives to improve customer experience by forming exclusive partnership with WhiteCoat to provide increased accessibility and convenience to quality healthcare for our customers through a one-stop healthcare app.

What we offer:



Teleconsult with either Indonesia registered or Singapore-registered doctors



Medication delivery within the Jabodetabek area



Easy access to medical record in one place



Registration

- Download the WhiteCoat app from Google Play or App Store
- Complete registration for a WhiteCoat account



Telecounsel

Select a doctor of your choice, or connect to the soonest available doctor and begin your teleconsult



Post-Consultation

- Confirm the medication prescribed by the doctor
- Select your preferred medication delivery option and complete payment

SOCIAL IMPACT

How we deliver impact to the communities we serve



10.000 Football Donation
& Coaching Clinics



Train The Trainer



**Donations of 40 High Care
Unit Beds** For Covid-19
Emergency Hospital



Oxygen Tanks donation for
Covid-19 patients at regional
hospitals in **5 Provinces**



Sehat Untuk Bersama
social movement to invite
people to make healthier
choices during lockdown

COLLABORATIONS TO PROVIDE PROTECTION

Collaborated with many partners to provide various initiatives and events.



gosure

Buff dirimu dengan proteksi dari
Gamers Insurance!

Dapatkan Voucher GoFood/GoMart senilai 50k*

Bisa Pakai:
gosure & gopaylaster

Gosure, Laster by Finansia terdapat dan diawasi oleh Otoritas Jasa Keuangan

*S & K berlaku

AIA Vitality | 60+ EARTH HOUR

BahagiAIA
VIRTUAL CONCERT
bersama *Melanie Hart*

Matikan lampu 1 jam dan rayakan Earth Hour dengan tunjukkan
kepedulian terhadap bumi untuk #TertakutMasadepunkita

Sabtu, 26 Maret 2022, pukul 20.30 WIB
Live di @melisahart...

AIA Insurance "Virtual Mahakong"
AIA Insurance akan menyumbangkan
Rp 100.000.000 untuk #TertakutMasadepunkita

+50% lebih banyak

#CorrectEarth #BahagiAIA #AIAIndonesia

earthhour.org

gosure

AIA Wakaf Assurance

bikin puasa dan Lebaran
semakin terasa aman

Dapatkan di sini

Bisa Pakai:
gosure & gopaylaster

Produk ini merupakan produk asuransi yang diterbitkan oleh PT AIA Insurance Indonesia Tbk. Produk ini diterbitkan di bawah pengawasan Otoritas Jasa Keuangan.

AIA
PROUD TO BE PART OF

HONNE feat. NIKI
COMING HOME
MUSIC VIDEO

Pertama kalinya AIA Indonesia berkolaborasi menjadi bagian dalam sebuah video musik.

Melalui video musik "Coming Home" yang dinyanyikan musisi asal London, HONNE dan NIKI, penyanyi internasional asal Indonesia, kami berharap dapat membuat kamu tetap semangat melewati kondisi ini untuk hidup lebih sehat, lebih lama, lebih baik.

RILIS PERDANA JUMAT, 27 AGUSTUS 2021 | 20.00 WIB
WATCH ON **HONNE**

#SEHATUNTUKNEGERI
*Internal use only

Apa pun keadaan yang dihadapi, kami siap membantu.

aia-financial.co.id

DIGITAL CAMPAIGN

Encourage people to live Healthier, Longer, Better Lives
with series of digital activities



AIA Healthiest Schools

1300 participants joined and 145 healthy project submitted



Rethink Healthy

Inspiring people to redefine the meaning of healthy by each individual
preference and daily activities.



HEALTHIER, LONGER,
BETTER LIVES



THANK YOU

aia-financial.co.id