

## AIA One Billion - BASIS OF PREPARATION

***AIA ONE BILLION : To engage a billion people to help them live Healthier, Longer, Better Lives by 2030***

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### 1. Introduction

This Basis of Preparation document sets out how AIA One Billion (“AOB”) performance metrics have been prepared and reported.

The results of our AOB performance metrics are described in the ESG Report available on [aia.com](http://aia.com).

Unlike financial accounting standards, currently there are no industry norms or globally recognised established practices for measuring and evaluating performance metrics of this type. While these practices are evolving, it is important therefore to understand the approach we have taken with our data. We have established objective measurement techniques, including appropriate estimates and assumptions for our performance metrics.

### 2. Scope

The scope of this Basis of Preparation addresses the measurement of performance metrics from 1 January 2021 to 31 December 2024 through our AOB categories:

- 1) Community Programmes
- 2) Inspiring and Educational Digital initiatives, Partnerships and Events
- 3) Customers
- 4) Agents Advice across the Community

The performance metrics are collated from AIA’s markets across Asia, including Mainland China, Hong Kong SAR <sup>1</sup>, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR <sup>2</sup>.

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<sup>1</sup> Hong Kong SAR refers to the Hong Kong Special Administrative Region.

<sup>2</sup> Macau SAR refers to the Macau Special Administrative Region.

## 2.1 AOB Performance Metrics

Our definition of engagement is 'To promote positive action by an individual'. This encompasses all AIA touchpoints with communities, customers and clients across Asia.

As at 31 December 2024, AIA has engaged 496 million people<sup>3</sup> towards our AIA One Billion Goal. PricewaterhouseCoopers, Hong Kong ("PwC") has undertaken a limited assurance engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information in respect of the selected AOB performance metrics between 2022 to 2024.

The number of people engaged through AIA One Billion has been rounded down to the nearest million.

## 3. Data Sources and Controls

Every year we collect data across our AOB categories. Our objective is to gather and report reliable and robust data. We are committed to providing transparency on the quality of the data where we consider there are matters material to users of the information.

All metrics and data collated are in line with the AOB Rules of Engagement, which sets out the approach of metrics to be captured. This ensures clarity and consistency on the measurement, so that:

- A consistent approach is applied to types of metrics collected;
- Metrics contained in AOB are robust;
- Where possible any known double counting is avoided.

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<sup>3</sup> *The number under Community Programmes and Inspiring and Educational Digital Initiatives, Partnerships and Events before the duplication discount factor (details can be found in the Basis of Preparation document) through AIA One Billion was subject to limited assurance engagements performed by PricewaterhouseCoopers, Hong Kong ("PwC") between 2022 to 2024. The period from 1 January 2021 to 31 December 2022 was covered in 2022, while the subsequent periods were covered in the respective years. Of our cumulative total 496million people engaged through AIA One Billion as at 31 December 2024, the number assured on Community Programmes and Inspiring and Educational Digital Initiatives, Partnerships and Events before the duplication discount factor was 3,331million representative of 97% of the total number covering the period of 1 January 2021 to 31 December 2024.*

*PwC was engaged to conduct a limited assurance engagement in accordance with International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information. PwC has issued its unmodified limited assurance conclusion containing its findings on the numbers engaged for Community Programmes and Inspiring and Educational Digital Initiatives, Partnerships and Events before duplication discount factor as disclosed by the Group."*

The information we report is subject to internal review processes and robust internal governance and controls. All metrics and data collated are checked and verified against the supporting documents as part of the sampling process.

#### **4. AOB Performance Metrics Preparation**

Our AOB performance metrics follow the below guiding principles:

- We have a clear definition of an ‘engagement’ - a positive action by an individual;
- We will measure the number of people engaged during the reporting year;
- We will avoid any known duplication of engagements with an individual across metrics where possible through application of duplication discount factor and population caps;
- We will review our approach annually and adjust as needed to ensure robust processes and to align to changes in our activities;
- We will seek independent verification where appropriate.

We ensure that appropriate procedures are in place to report performance metrics, in all material respects, these procedures ensure that:

- The reported information reflects our performance;
- The data is meaningful and is consistent with the stated definitions and scope;
- Any specific exclusions are clearly stated and explained;
- Any assumptions made as well as calculation methods are clearly described;
- The level of transparency is sufficient to enable users’ confidence in the integrity of our reporting.

**Sections 4.1 – 4.4 details the basis of preparation for each category.**

#### **4.1 Community Programmes**

##### Performance Metric Definition

Number of beneficiaries engaged from community programme initiatives: measured by the number of individuals who were engaged and benefited directly from the initiative with a provision of service provided to them e.g. received care package, survival kits after local disasters (e.g. flooding), drinking water, covid vaccine, received access to education facilities and classrooms, nutrition workshops, football camps, reading opportunities and support, job mentoring and education financial aid, health screenings.

##### Performance Data Preparation and Assumptions

The approach taken to measure our performance data is set out below:

- All beneficiary information is collected, assessed and calculated in accordance with AIA’s CSR guidance and reported as part of the annual CSR reporting process;

- All supporting documents are retained for all metrics;
- The number of beneficiaries collated is consolidated and checked during the sampling process as part of the AOB controls and governance process.

#### **4.2 Inspiring and Educational Digital initiatives, Partnerships and Events**

##### Performance Metric Definition

Number of people engaged with Healthier, Longer, Better Lives (HLBL): measured by the number of individuals engaged through our Inspiring and Educational Digital initiatives, Partnerships and Events, covering all HLBL purpose-led activities across our social platforms, websites, sponsorship activities and physical events.

##### Performance Data Preparation and Assumptions

Measurements under the “Inspiring and Educational Digital initiatives, Partnerships and Events” category follow the below guidance as set out in the AOB Rules of Engagement:

- In person AIA events: number of attendees or number of registers;
- AIA websites: number of unique visitors;
- AIA digital activity and campaigns: number of video views (taking into account platform-specific reporting on view time), number of engagements with social media content (likes, shares, comments);
- AIA social media followers: number of followers.

The approach taken to measure our performance data is set out below:

- All information is collected, assessed and calculated by local business units in accordance with AOB Rules of Engagement;
- AOB Champions, (who are the local advocates of AOB in each market), and their teams are supported and provided with extensive training to ensure local measurements are in line with the AOB Rules of Engagement;
- The full collation process aligns with the AOB Controls Library which sets out the internal controls available in each business unit; these controls are assessed annually as part of the overall ESG Control Self-Assessment and ESG Reporting Certification process
- A data performer and data owner or reviewer are available in each unit;
  - Data performer (usually AOB Champion) is responsible for collecting data and supporting documents, inputting the local business unit AOB metric spreadsheet, ensuring it aligns with the AOB Rules of Engagement and supporting sample checks;
  - Data owner or reviewer (usually local CMO) is responsible for reviewing and signing off the local business unit AOB metric spreadsheet in relation to the AOB Rules of Engagement and ensuring alignment with the supporting documents.

- All data and supporting documents are consolidated and checked in the sampling process as part of the AOB controls and governance process.

To avoid the risk of any known duplication in our performance metrics, below steps are taken into account:

- All metrics are assessed and further reviewed by the Group Brand team once collated;
- Any known duplication is removed by the Group Brand team;
- An example of this is where we already count “Customers” as a category as part of our AOB performance metrics, we will not be including any known engagement activities with existing customers or employees as they are already counted in our Customers category.

#### Duplication Discount Factor

Additional steps are also taken to remove duplication across metrics. This includes gaining external subject matter expert guidance and using robust research to identify appropriate discount factors, which are then applied to AOB performance metrics on an annual basis.

These discount factors address the potential duplication areas:

*I. A person engages with the same digital initiative multiple times*

We have leveraged social media partner intelligence based on AIA digital campaigns ran in 2022 and 2023 to define a discount factor to address duplication of views and engagements within the same campaign. This discount factor is then adopted in each digital campaign metric collated.

*II. A person engages with AIA across multiple touchpoints, campaigns and initiatives*

Working with Kantar Insights, we have surveyed over 6,000 respondents across 15 markets in H2 2023. Respondents were asked the number of AIA touchpoints, campaigns and initiatives (e.g. selection of local campaigns stimuli, AIA website or agent) they have engaged with. The output provided an average number of AIA touchpoints a consumer has engaged with. It is then used to define a discount factor which is applied across all markets to account for potential touchpoint duplication across metrics.

### **4.3 Customers**

#### Performance Metric Definition

Number of AIA customers: measured by the number of new inforce AIA customers for Individual Life and Corporate Solutions.

#### Performance Data Preparation and Assumptions

The approach taken to measure our performance data is set out below:

- Customer numbers are collated, managed and approved by the metric owner in line with the AIA governance and controls process.

### **4.4 Agents Advice across the Community**

### Performance Metric Definition

Number of people engaged with advice by our AIA Agents: measured by the total number of people engaged by AIA agents across the community, including prospects over the last 12 months

### Performance Data Preparation and Assumptions

Agents are key to delivering our Purpose of helping a billion people live Healthier, Longer, Better Lives. Our Agents do this through engaging with their community, and hence, engaging non-AIA customers in addition to AIA customers.

The number of people engaged by our Agents across the community is measured using a Community Engagement Ratio (CER)<sup>4</sup>

- CER is obtained through research and in consultation with local market agency leaders across the business;
- CER focuses on the agent advice and activities among different types of interactions with people within their community.

### Duplication Discount Factor

Engaging with an agent is a touchpoint engagement with AIA and is subject to the touchpoint discount factor (as detailed above in section 4.2) to remove duplication across metrics.

## **5. 2025 and Beyond**

Our measurement methodology for AIA One Billion performance metrics will continue to evolve and be enhanced as we move towards our goal in 2030.

We continue to work towards aligning data recording and reporting methods across the AIA Group. This includes working with third parties where we rely on their data and insights to provide input and support our performance measurement. This will ensure our data robustness adhering to the rigor of our governance and controls process.

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<sup>4</sup> Ratio of community engaged by AIA agent