



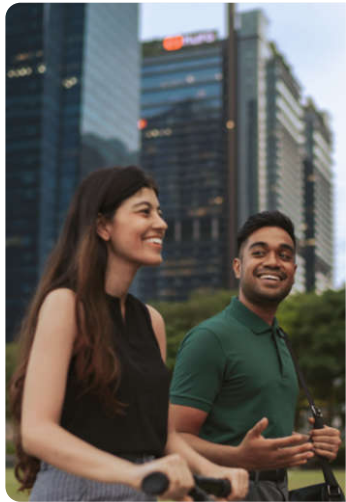
HEALTHIER, LONGER,  
BETTER LIVES

# FINANCIAL INCLUSION

AIA ESG REPORT 2024  
SUBSECTION REPORT



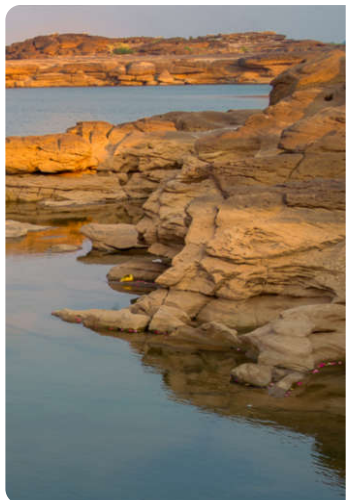
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# FINANCIAL INCLUSION AT AIA

**Financial inclusion builds economic and societal resilience by enabling individuals to manage risks, reduce vulnerability and increase the ability to weather shocks.**

When people do not have access to financial products, services and knowledge, it creates disadvantage gaps in our societies. Without adequate financial access, individuals and families can find it difficult to meet their day-to-day expenses, save for the future or deal with unexpected emergencies.

According to the World Bank, financial inclusion means that individuals and businesses have access to useful and affordable financial products and services that meet their needs – such as transactions, payments, savings, credit and insurance – delivered in a responsible and sustainable way.

Financial literacy also plays a key role in financial inclusion. Having a thorough understanding of financial services and products means individuals and families can make more informed financial decisions that will bridge protection gaps and improve their overall wellbeing.

## FINANCIAL INCLUSION SDGS



## Enabler for addressing global challenges

Financial inclusion is an enabler for seven of the Sustainable Development Goals (SDGs) identified by UN Member States in 2015. Prioritising financial inclusion helps to address global challenges, including those related to poverty, inequality, climate change and environmental degradation.

## Financial inclusion communities and segments

Across Asia, regulators and professional organisations have identified communities and segments that would benefit from increased financial inclusion. They include people who experience poor financial literacy, have difficulty in obtaining adequate or affordable insurance cover, or live in a region with low penetration for insurance products.

## Shaping a more resilient future

Insurers, regulators and governments have a responsibility to ensure that people around the world – regardless of their circumstances – have the opportunity to obtain the protection they need to succeed.

Insurance is an essential component of financial inclusion because it reduces a person's vulnerability and increases their ability to weather financial shocks.

At an organisation level, financial inclusion can enhance trust with government and investors, boost brand equity with consumers, develop new markets, and increase job satisfaction for employees which leads to higher retention.

Most importantly, it aligns with AIA's Purpose to help people live Healthier, Longer, Better Lives. As a purpose-driven company, AIA is committed to increasing the long-term sustainable financial health of people and communities across Asia.

We will continue to work with governments, regulators and our local communities to provide customers who are financially, situationally or socially vulnerable with access to suitable products, services and knowledge.

We will seek to understand our individual and corporate customers and the diverse communities we serve so we can provide inclusive and innovative products and solutions that support their needs.

## COMMUNITIES AND SEGMENTS





# INITIATIVES ACROSS OUR MARKETS

Led by local business units in their respective markets, AIA has been embracing financial inclusion initiatives across the region to reach traditionally unserved customer segments. These initiatives include improving financial literacy and insurance awareness through education programmes, increasing financial inclusion for women, and providing more personalised, accessible and affordable insurance products.

## 1 AIA AUSTRALIA

- Engage and Educate is a digital education programme to enhance insurance literacy for members of group life insurance schemes.

## 2 AIA CAMBODIA

- Healthier Women, Stronger Kingdom is a five-year project with the Ministry of Women's Affairs to empower women physically, mentally and financially. Initiatives include on-ground and online forums, trainings, workshops, educational materials and other relevant activities. With 60 forums conducted since 2022, it has reached over 9,500 women.
- AIA Samrab Jivit 2Protect5 and AIA Samrab Naek 2Protect7 provide life and critical illness insurance for low-income customers. These are term insurance products designed for the mass customer looking for affordable basic protection with a short-term commitment. Over 49,000 policies have been sold so far.

## 3 AIA CHINA

- An extensive retirement network is addressing the needs of ageing Chinese citizens. It comprises 400 institutions across 42 cities and nine types of retirement institutions, including Continuing Care Retirement Communities, rehabilitation hospitals and dementia care centres. The retirement ecosystem is available to customers over the age of 45 and has been made available to 3.3 million customers since its launch.

## 4 AIA HONG KONG

- AIA Assemble is a market-first customisable critical illness plan that enables customers to select cover according to their needs and budget.

## 5 AIA INDONESIA

- AIAPedia is a digital-based education programme to increase financial and insurance literacy across communities in Indonesia.

## 6 AIA MALAYSIA

- Providing affordable and personalised digital insurance solutions via a strategic partnership with TNG Digital Sdn. Bhd., the largest eWallet company in Malaysia, increasing insurance accessibility and awareness.



## AIA NEW ZEALAND 7

- AIA Vitality offers a financial wellbeing assessment to help members understand their financial security and financial freedom of choice. Members also receive 30% off will creation online through a financial wellbeing partner.

## AIA SINGAPORE 8

- AIA Diabetes Care is filling protection gaps with a critical illness insurance plan tailored to the needs of Type-2 diabetics and pre-diabetics.

## AIA SOUTH KOREA 9

- The Grutergi programme provides financial education, mentoring, career coaching, scholarships and art therapy for orphans and self-reliant youth who grew up in government facilities without parental care. AIA employee volunteers have also supported through job mentoring and art therapy sessions.

## AIA SRI LANKA 10

- The AYA Surakina AIA programme supports and empowers women through women-centric insurance products and services, financial literacy and skills-based training, and access to networks and information.

## AIA VIETNAM 11

- Insurance solutions are supporting typically excluded segments and vulnerable groups, such as the EduPar education savings plan for underprivileged children to ensure they have the resources to continue their studies. So far, 700 EduPar policies have been awarded to school-aged children from low-income backgrounds.

## TATA AIA 12

- Tata AIA is expanding access to insurance and fostering greater awareness across India, supporting "Insurance for All by 2047".

# INSURANCE FOR ALL IN INDIA



## CASE STUDY

**In 2022, the Insurance Regulatory and Development Authority of India (IRDAI) committed to enable 'Insurance for All' by 2047. The aim of this commitment is to ensure that every citizen in India has appropriate life, health and property insurance cover.**

The IRDAI set a mandate for insurers to provide a minimum level of protection in rural and social sectors where insurance penetration rates are lower and traditional policies are not viable. Social sectors includes the unorganised sector, informal sector, economically vulnerable or backward classes and other categories of persons, residing in both rural and urban areas.

In response to this initiative, Tata AIA has been expanding access to life insurance and fostering greater insurance awareness across India.

### Expanding access to insurance

Tata AIA Life has launched the Bharat Suraksha Cover Micro Insurance Plan, a 'micro insurance' product for individuals. The benefits include protection, savings and assured returns on maturity. They also offer the Group Micro Raksha Supreme Plan for members of group insurance schemes.

Tata AIA partners with organisations that work with rural and socially disadvantaged sectors to offer micro-insurance products, using specialised agents and leveraging common services centres to reach potential customers in rural areas. Common Service Centres allow citizens to access digital government resources and business services, with more than 400,000 centres across the country.

### Increasing insurance awareness

To increase insurance awareness, Tata AIA works with state governments on online and on-ground campaigns, outreach programmes and capacity building training for insurance distribution channels. For Bimarath, one of the on-ground campaigns, insurance awareness vans with screens travelled huge distances across Mizoram and West Bengal, reaching people across 92 locations.

Meanwhile, over 36 million unique engagements have been recorded with Tata AIA's online campaigns, which infuse regional stories, humour, and cultural references for relevance and relatability.

Our financial inclusion initiatives in India have enabled us to comply with and exceed the Rural Sector Obligations and Social Sector Obligation for April to December 2024, applicable to all market participants:

- For the rural sector, the Company has covered over 67,000 lives.
- For the social sector, the Company has covered over 260,000 lives.



# BOOSTING FINANCIAL LITERACY IN INDONESIA



## CASE STUDY

**In 2013, financial literacy levels in Indonesia were only 21.84%.<sup>1</sup> The Indonesian Financial Services Authority has been working with organisations to prioritise financial literacy and inclusion initiatives across Indonesia, releasing the National Strategy on Indonesian Financial Literacy 2021–2025.<sup>2</sup>**

The aim of this strategy is to create a highly financially literate society where Indonesians can use financial products and services to achieve sustainable financial wellbeing.

In line with this strategy, AIA Indonesia launched AIAPedia, a digital education programme to increase financial and insurance literacy in communities across Indonesia.

AIAPedia is a dynamic platform of videos, webinars and talk shows available on Twitter, YouTube and TikTok. AIAPedia leverages thought leaders and traditional and digital media influencers to provide education and insurance experience to the public through mass channels.

In 2024, one of the AIAPedia campaigns was a collaboration with Kreaby, a Jakarta-based studio for artists with autism. As part of this project, AIA Indonesia launched an illustrative dictionary of insurance terms aimed to boost financial literacy while empowering artists with autism.

Another successful campaign was AIA Gocek, an electronic game combining football with financial knowledge. It has been organised at AIA events for customers and the public, reaching 1,000 people since 2019.

Financial literacy levels in Indonesia reached 65.43% in 2024,<sup>3</sup> demonstrating that education programmes such as the initiatives delivered by AIAPedia are having a positive impact on financial literacy levels in the country.

## IMPACT

**13 million**  
organic engagements on  
social media from 2022 to 2024



**AIAPedia**  
received the 'Education  
Insurance Initiative of  
the Year' at the Asian  
Insurance Awards 2023



Collaborated with over  
50 thought leaders and  
influencers to deliver  
bite-sized and fun content



<sup>1</sup> Financial Services Authority, National Survey on Financial Literacy and Inclusion 2013.

<sup>2</sup> Financial Services Authority, National Strategy on Indonesian Financial Literacy 2021-2025.

<sup>3</sup> Financial Services Authority, National Survey on Financial Literacy and Inclusion 2024.

# LEVERAGING TECHNOLOGY IN MALAYSIA



## CASE STUDY

**In 2021, AIA Malaysia formed a strategic partnership with TNG Digital Sdn. Bhd., the largest eWallet company in Malaysia. Through the Touch 'n Go eWallet, AIA provides affordable and personalised digital insurance solutions to meet the protection needs of Touch 'n Go eWallet customers nationwide.**

The collaboration with a best-in-market digital partner allows AIA to offer customers a digital option to buy, claim and renew policies conveniently, promoting financial inclusion and a seamless customer experience.

As at July 2024, Touch 'n Go eWallet had more than 12 million monthly active users. To give Malaysian consumers greater choices, AIA Malaysia offers low-cost products via the Touch 'n Go eWallet app.

**WalletSafe** covers unauthorised transactions from the Touch 'n Go eWallet, accidental death, loss of personal belongings and unauthorised debit/credit card spending due to theft. This product has already reached more than 1.6 million Touch 'n Go eWallet users.

**SafeTrip** is single-trip travel insurance. It covers travel inconvenience, sickness, injury, accidental disability or death and three optional benefits. Coverage starts from as low as RM3 per day for domestic trips, and RM10 per day for international trips.

**CI Insure** is critical illness insurance that covers against five critical illnesses in the advanced stage: cancer, heart attack, stroke, kidney failure and coronary artery disease. Coverage starts from as low as RM3 per month.

### IMPACT

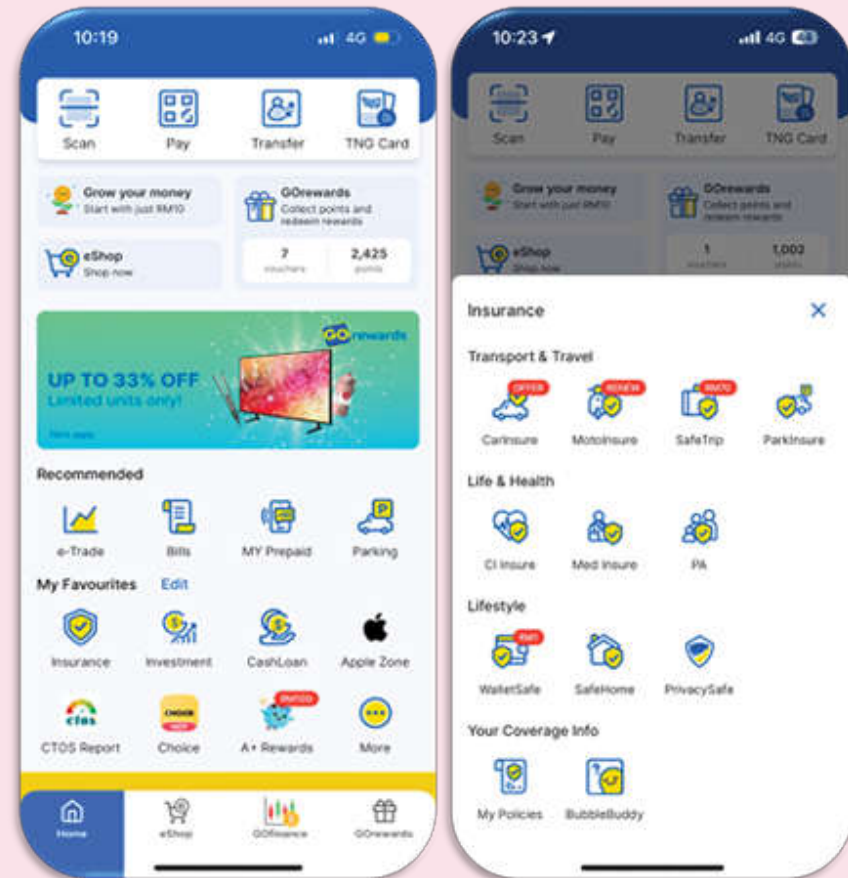
**1.6 million**  
people reached since 2021



More than  
**3 million**  
policies sold



Potential to reach over  
**12 million**  
Touch 'n Go eWallet  
monthly active users



# EMPOWERING WOMEN IN SRI LANKA



## CASE STUDY

**Despite the tremendous advancements that have been made in women's health and education in Sri Lanka, cultural expectations regarding family and household roles continue to limit women's participation in the workplace.<sup>1</sup>**

While women represent 52% of Sri Lanka's population,<sup>2</sup> they occupy only 32% of the workforce.<sup>3</sup> These low participation rates negatively impact Sri Lanka's annual GDP<sup>4</sup> and exclude women from career and financial opportunities.<sup>1</sup>

In 2020, AIA Sri Lanka partnered with the International Finance Corporation (IFC) to develop a strategy for becoming the Preferred Life Insurer and Employer of Choice for women in Sri Lanka.

With IFC support, AIA Sri Lanka launched the AYA Surakina AIA programme in 2022 to support and empower women across the country through women-centric insurance products and services,

financial literacy and skills-based training, and access to networks and information.

Part of this programme has involved using digital tools to provide women in Sri Lanka with an easy, convenient and safe method to perform financial transactions.

The company launched AIA She Protect, a comprehensive life insurance product tailored for women, and has also formed strategic partnerships with Commonwealth Bank, Commercial Bank of Ceylon and the Women Chamber of Industry and Commerce to offer affordable life insurance and reach more customers.

AIA Sri Lanka has committed to engaging two million Sri Lankan women by 2025. AIA Sri Lanka has also committed to improving gender diversity in its own workforce.

As a result of targeted efforts to recruit, promote and retain female employees, the number of women in the company increased from 36% in 2018 to 46% in 2024.

### IMPACT

**24%**  
increase in female  
policyholders



**500,000**  
women engaged through  
targeted initiatives and  
digital campaigns



First and only insurer in Sri Lanka to be EDGE (Economic Dividends for Gender Equality) certified as of May 2023



<sup>1</sup> Insurance Regulatory Commission of Sri Lanka, Annual Report, 2021.

<sup>2</sup> World Bank Group, World Bank staff estimates based on age/sex distributions of United Nations Population Division's World Population Prospects: 2024 Revision.

<sup>3</sup> International Labour Organization. ILO Modelled Estimates and Projections database, 2023.

<sup>4</sup> McKinsey Global Institute, The Power of Parity: Advancing Women's Equality in Asia Pacific, April 2018.





## AIA ESG REPORT 2024

**Feedback from our diverse set of stakeholders is crucial for us to continue improving on our ESG performance and disclosure practices.**

If you have any questions, comments or feedback please contact our ESG team at [esg@aia.com](mailto:esg@aia.com) or write us at the address below:

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