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AIA China Awarded ‘The Most Trustworthy Insurance Company of the Year’

Shanghai, 28 October, 2011 – AIA China has been awarded ***The Most Trustworthy Insurance Company of the Year*** by hexun.com, riding on its credibility and experience accumulated in the market over the years. AIA China is the only foreign insurance company winning this award, which was announced at the *2011 Forum of Innovation and Development of Insurance Industry and Ceremony of China Finance and Economics Awards* by hexun.com, an influential media in China

In 2010, AIA China started to advocate the concept of “back to basics” for insurance”. Since then, AIA China has been promoting the protection concept, improving products and service quality.

In 2011, AIA China has achieved compelling performance and growth. Driven by the need of clients and the pursuit of embedded value of products, AIA China has established industry benchmarks in the areas of professionalism, productivity and profitability.

The Most Trustworthy Insurance Company of the Year is awarded to insurance companies with outstanding performance in brand building and public influence. Brand awareness, brand building and overall marketing performance are important criteria of this award.

For the eighth consecutive year, *China Finance and Economics Awards* is an annual award jointly organised by hexun.com, the most well known and recognised financial and financial media organisations in China, and other organisations. The categories of awards include banking, funds, insurance, futures, foreign exchange, securities and listed companies. There are ten industry awards, each with sub-categories. *China Finance and Economics Awards* is one of the most recognised and influential awards in the financial industry.

About AIA China

AIA China started its operations in Shanghai, China, in 1992 and was the first foreign organization to be granted an insurance license in China. Today, AIA China has expanded into Beijing, Shenzhen, Guangdong and Jiangsu provinces. As the first insurer to introduce the agency system to China, AIA China has established a professional agency force and markets a range of life, accident and medical insurance products to customers through our multi-channel distribution system.

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News Media

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