



**THE REAL LIFE
COMPANY**

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Media Release

AIA Survey Examines Hopes and Aspirations of Middle Class

New survey finds health is top life goal for middle class in Hong Kong, Mainland China, and Taiwan; most believe luck plays a role in achieving financial security

HONG KONG, 11 November 2013 – A new survey, the AIA Survey on the **Hopes and Aspirations of the Middle Class in Greater China**, has found that 56% of respondents in Hong Kong, 69% of middle class respondents in Mainland China, and 62% in Taiwan cite being healthy is their top life goal, placing it before wealth or a successful career.

The study provides an in-depth look at the fast-rising segment of the population who identify themselves as middle class across a number of areas, including: quality of life, financial security, retirement, and family and education. The survey of 1,501 self-identified middle class individuals across Mainland China, Hong Kong and Taiwan was commissioned by AIA, and was carried out by the international opinion research firm Penn Schoen and Berland (PSB) in the second half of September 2013.

Commenting on the survey findings in Hong Kong, Gordon Watson, Regional Chief Executive, AIA, said, “One of the most interesting findings in this study is that, contrary to the common perception that monetary wealth and career success drives the middle class in Hong Kong, the majority of middle class respondents believe that attaining good health is the most important life goal”.

“AIA has helped people in Hong Kong for many years achieve their hopes and dreams for a better future for themselves and their family. We will use the knowledge that we have gained over the years, and from this new survey, to continue to develop products and services that support our customers and their families through different life stages,” Mr Watson said.

Key survey findings include:

Quality of Life

- Health is the top-ranked life goal of the middle class in Hong Kong, (56%), as well as in Mainland China (69%) and Taiwan (62%).
- Almost one in two (45%) Hong Kong middle class cited “spending time with family” as the most important activity in life.
- Current job was ranked by 46% of Hong Kong respondents as a major source of stress, as it was in Mainland China (33%) and Taiwan (39%).
- Owning a home is a higher priority in Hong Kong (18%) than it is in Mainland China (3%) and Taiwan (6%).

Financial Security

- 94% of respondents in Hong Kong believe that their family’s financial situation will improve or remain the same in the next five years.
- A majority in all three markets – Hong Kong (76%), Mainland China (84%) and Taiwan (71%) – feel financially secure.

- Across the markets, the majority (over 90%) of the middle class believe that luck plays a role in achieving financial security.
- Respondents in Hong Kong reported that to be considered financially secure means having total assets worth HK\$15 million, while they believe to be considered wealthy, HK\$30 million in total assets is required.

Retirement

- 50% of respondents in Hong Kong feel confident about saving enough for retirement; however the other half are worried about having sufficient savings for a comfortable retirement.
- Investing in a retirement savings plan is the most preferred retirement saving strategy by respondents across the board (67% in Hong Kong, and 63% in both Mainland China and Taiwan).
- Investing in equity (66%) and real estate (62%) were two other popular means cited by Hong Kong respondents to save for retirement.
- In Hong Kong, 81% of respondents expect their children to take care of them financially when they are retired.

Family and Education

- Over half of the Hong Kong respondents (52%) think marriage is becoming less of a priority for young adults.
- Across all the three markets, among the respondents who currently do not have children but want them, achieving financial security is seen as a barrier to having children – Hong Kong (47%), Mainland China (33%) and Taiwan (59%).
- Across the board, children's education is prioritised over retirement savings.

"There has been a clear growth in the adoption of products that help Hong Kong's middle class to prepare financially for their future. AIA remains deeply committed to continuing to serve this group's savings and protection needs, and we remain well positioned to do so, given our exclusive focus on this region, and our advantaged distribution, product, financial and brand platform," Mr. Watson said.

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About AIA

AIA Group Limited and its subsidiaries (collectively "AIA" or "the Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$147 billion as of 31 May 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance.

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The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 27 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depository Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

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