



AIA Group Limited

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Media Release

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AIA GROUP ADDS PAUL GROVES TO ITS LEADERSHIP TEAM AS GROUP CHIEF MARKETING OFFICER

HONG KONG, 3 DECEMBER 2010 – AIA Group Limited, (“AIA”; stock code: 1299), the world’s largest independent listed pan-Asian life insurance group, announced the appointment of Paul Groves as Executive Vice President & Group Chief Marketing Officer effective 12 January 2011.

Mr. Groves will be joining AIA from MetLife International (previously ALICO) where he was most recently Senior Vice-President, Head of International Marketing and Direct to Consumer channel including oversight for 125 marketing colleagues across 65 countries. Prior to MetLife, he was Chief Marketing Officer, UK & Ireland for GE Money, and had spent another 27 years with Barclays and Barclaycard in the UK, including Channel Strategy & Management Director for Retail Banking, Head of Customer Retention and Marketing Communications Director.

Mr. Mark Tucker, AIA Group Executive Chairman & Chief Executive Officer said: “Paul joins us with almost 30 years of marketing experience in financial services – experience that is very focused on the delivery of results and creation of shareholder value. The breadth and depth of Paul’s experience makes him an extremely valuable addition to my leadership team. He will oversee AIA Group’s strategic marketing functions with the ultimate goal of helping AIA attract and retain customers.”

Mr. Groves, who will be based in Hong Kong, will be in charge of the Group’s marketing functions including development of overall marketing strategy and planning, communications and branding, product management, business intelligence, customer value group and digital marketing, as well as providing leadership support to AIA’s country marketing operations.

“I’m very happy to be joining AIA at this very exciting juncture --- an independent company with unique strengths and scale to begin its next phase of profitable growth,” Mr. Groves said. “I look forward to joining a company committed to developing products and services that meet different customers’ needs.”

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About the AIA Group

AIA Group Limited (AIA) is the largest independent listed pan-Asian life insurance group in the world, with an unparalleled footprint spanning 15 markets in Asia Pacific. The Group has total assets of approximately US\$90 billion and traces its roots in the region back more than 90 years.

AIA meets the savings and protection needs of individuals and businesses by offering a comprehensive suite of products and services covering life insurance, retirement planning, accident and health insurance, as well as wealth management solutions. Through an extensive network of more than 300,000 agents and over 24,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group policies.

AIA has branch offices, subsidiaries and affiliates located in jurisdictions across the region including Hong Kong, India, Indonesia, China, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam, Australia, New Zealand, Macau and Brunei.

AIA is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code '1299'.

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