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## Press Release

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### **AIA Vietnam continues to invest in growing business and enhance service quality**

#### ***Official launch of new customer service centre in Tay Ninh - Partnership with Thanh Nien newspaper to grant 30 scholarships to outstanding students of Ly Thuong Kiet Senior High School, Tay Ninh***

Ho Chi Minh City, November 29<sup>th</sup>, 2010 - Today, AIA (Vietnam) Life Insurance Co. Ltd. ("AIA Vietnam") announces the official launch of its new customer service centre in Tay Ninh. The centre is located at No. 375, 30 / 4 Street, Quarter 1, Ward 1, Tay Ninh town, Tay Ninh province.

The above new customer services centre is designed and built in a modern style as a standardised service centre, aimed at providing customers with a more convenient and effective service. In recent months, the company launched new General Agency offices in Ha Tinh, Phu Tho, Quang Nam and Son Tay. The opening of the new service centre is part of AIA Vietnam's long-term strategy to invest in growing its business and enhancing its service quality in order to satisfy the growing demands of customers. Furthermore, in the coming time AIA Vietnam will continue to expand its network of sales office and service centres throughout the country.

Mr Jamie Rains, AIA Vietnam's Chief Executive Officer: "We believe that our new customer service centre in Tay Ninh will operate efficiently and better serve customers not only in Tay Ninh but also in South East region. With our sustainable business strategy and primary focus on customers, AIA Vietnam will continue investing in growing the value of our business as well as enhancing our service quality".

On this occasion, AIA Vietnam partners with Thanh Nien newspaper to grant 30 Nguyen Thai Binh scholarships worth VND30million to 30 outstanding students of Ly Thuong Kiet senior high school, Tay Ninh, as a motivation for the students to achieve even higher academic results.

## **About AIA Vietnam**

AIA Vietnam is a 100% foreign-owned life insurer and a member of the AIA Group. AIA Vietnam officially started operations in Vietnam in February, 2000, offering a wide range of life insurance products and services for savings, education and protection purposes, which are designed to meet customer needs. With its headquarters located in Ho Chi Minh City, AIA Vietnam constantly expands its business through a network of branches, representative offices and general agent offices in 28 provinces and cities across the country.

Over the last years, AIA Vietnam has been actively devoted to organising and participating in charity and social activities to support the community throughout the country.



Ribbon cutting ceremony at the opening of the new customer service centre in Tay Ninh.