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## Media Release

### **AIA Australia awarded 2022 ANZIIF Life Insurance Company of the Year**

**Melbourne, 29 August 2022.** Leading life, health and wellbeing insurer AIA Australia has been recognised as the 2022 Life Insurance Company of the Year. At the recent Australia and New Zealand Institute of Insurance and Finance (ANZIIF) awards, AIA Australia was awarded the title, with judges referring to AIA Australia's differentiated proposition and commitment to improving the health and wellbeing of its customers and the community.

During 2021, AIA Australia led, and was involved in, a series of activities that looked to serve the broader community and strengthen the life insurance industry. This included its partnership with Australians for Mental Health (AMH), the Australasian Menopause Society, the release of its 5590+ report, and the Wellbeing of Australian Financial Advisers research.

The insurer was also the first to market in early 2021 with a sustainable retail IP product (IP CORE), in response to APRA's intervention – sending a clear signal to the market of its leadership and sustainability expectations.

CEO of AIA Australia Damien Mu said, "It's an incredible honour for AIA Australia to be recognised as Life Insurance Company of the Year. At AIA Australia we want our customers, and the community more broadly to be empowered to lead healthier, longer, better lives. To make this a reality, we've developed an ecosystem of partners and wellbeing programs that help people embrace better health and wellbeing.

"I'd like to thank ANZIIF for hosting the awards and for inspiring our industry to achieve great things for our customers and community.

"None of this would be possible, without our AIA family. I'd like to express my deep gratitude to all of our AIA employees for making a difference and helping us bring to life our dream to champion Australia to be the healthiest and best protected nation in the world."

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#### **About AIA Australia**

AIA Australia is a leading life insurance specialist with 50 years' experience and a commitment to help Australians live healthier, longer, better lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, CommInsure Life was integrated into AIA Australia. The lives of more than 3.7 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2022), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at [www.aia.com.au](http://www.aia.com.au).

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