



**AIA Australia Limited**  
(ABN 79 004 837 861 AFSL 230043)  
PO Box 6111  
Melbourne VIC 3004  
Phone : 1800 333 613  
Fax : 1800 832 266  
AIA.COM.AU

## Media Release

### **AIA Australia named Life Insurance Company of the Year**

**Melbourne, 30 August 2023** – Leading life, health and wellbeing insurer AIA Australia has been recognised as the 2023 Life Insurance Company of the Year, for the second year in a row. The Australian and New Zealand Institute of Insurance and Finance (ANZIIF) shared the announcement at the 19th Australian Insurance Industry Awards.

The 19 ANZIIF judges praised AIA's efforts in customer satisfaction, for supporting its people and the community, and contributing to the professionalism of the life insurance industry.

In 2022, AIA led, and was involved in, a series of activities that looked to serve its members and the broader community. This included partnering with Ending Loneliness Together, the AIA Impact program that matches not-for-profit organisations with AIA leaders, participating in setting up industry body the Council of Australian Life Insurers (CALI) and in the second iteration of the Life Insurance Code of Practice.

The company's AIA Embrace wellbeing ecosystem - driven by evidence, research, data analytics and behavioural science - was acknowledged as a key differentiator in the market for over a decade. Another highlight included AIA's Voice of Customer program which collects customer experience perceptions across three key segments.

CEO and Managing Director of AIA Australia Damien Mu said, "We're incredibly proud and appreciative of this accolade. Being recognised as Life Insurance Company of the Year is a testament to our hard-working team of talented people who continuously put our customers first, and our unwavering commitment to delivering outstanding experiences and shared value for our customers, partners and people."

"We could not have achieved this on our own; our partners play an integral part in helping us ensure that Australians have the insurance protection they need and access to a broader health and wellbeing ecosystem that supports them to lead healthier, longer and better lives," he added.

Each year, the Life Insurance Company of the Year award is given to the APRA-licensed life insurance company that has demonstrated strong performance, responded to market changes and provided outstanding service for their customers and intermediaries in Australia over the last twelve months.

AIA Australia has won Life Insurance Company of the Year six times overall.

-ENDS

Contact: Camille Hanton  
AIA Australia  
T: +61 431 180 475  
E: [Camille.hanton@aia.com](mailto:Camille.hanton@aia.com)

**About AIA Australia**

AIA Australia is a leading life insurance specialist with 50 years' experience and purpose to make a difference in people's 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, Commlnsure Life was integrated into AIA Australia. The lives of more than 5.7 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.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2023, 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 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).

Copyright © 2023 AIA Australia Limited (ABN 79 004 837 861 AFSL 230043). This is general information only, without taking into account factors like the objectives, financial situation, needs or personal circumstances of any individual and is not intended to be financial, legal, tax, medical, nutritional, health, fitness or other advice. The source information is current as at 30 August 2023 and may be subject to change. While the information contained herein is believed to be accurate, AIA Australia expressly disclaims any and all liability for representations or warranties, expressed or implied, contained in, or for omissions from, the information.