



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 appoints Tracey Crowe as Chief Customer Operations and Claims Officer

Melbourne, 15 August 2024. Leading life insurer AIA Australia has bolstered its Executive Team, with Tracey Crowe commencing as its new Chief Customer Operations and Claims Officer. With over 25 years' experience in the life insurance and financial services industries, Tracey has held several senior positions, both in Australia and overseas.

Prior to joining AIA Australia, Tracey spent ten years at BT Financial Services. During this time, Tracey held executive leadership roles, most recently, as the Head of Customer Service Delivery and the Head of Life Insurance Transformation.

CEO Damien Mu said he was thrilled to welcome Tracey to AIA Australia.

“At AIA, we recognise the vital role we play during a difficult time in our customers' lives. It's important that we continuously improve, and that we're always striving to provide an excellent claims experience for our customers and partners.

“With her wealth of expertise, and her proven ability to lead with a balance of head and heart, Tracey is a natural fit to be our new Chief Customer Operations and Claims Officer. She will play an integral role in supporting AIA to deliver on its purpose of making a difference.”

Tracey said, “I'm honoured to join AIA and work with Damien and the entire AIA team to drive excellence for our valued customers and partners. I'm also looking forward to supporting our people, whose unwavering sense of purpose resonates deeply.”

Contact: Kathryn Kelly
AIA Australia
T: +61 466 595 136
E: kathrym.kelly@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, CommInsure Life was integrated into AIA Australia. The lives of more than 3.1 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.

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