



AIA Australia
PO Box 6111
St Kilda Road Central VIC 8008
Freecall : 1800 333 613
Freefax : 1800 832 266
AIA.COM.AU

Media Release

Contact: Jane Winzer, Head of Marketing
+61 410 516 414

AIA Australia announces launch of eApp® Express

Melbourne 11 September 2009: AIA Australia will launch its much anticipated straight through administration solution, eApp® Express, early next week. The software offers advisers a more holistic and modernised sales support system providing, amongst other features, immediate acceptance at the point of sale for cleanskin policies.

Commenting on the launch, Damien Mu, Chief Distribution and Marketing Officer at AIA Australia said, “eApp® Express is the intended outcome of our most significant technology project ever undertaken.

“It’s the next generation of eApp® that we launched in 2004, which has since become recognised as the industry’s leading application software,” he said.

The launch of eApp® Express will happen in a phased approach, commencing in Victoria and with deployment to be followed through in all states by the end of September.

In addition to a quotation package, eApp® Express promises to deliver a fully integrated system, including:

- An electronic application with tailored questions triggered by answers to previous questions
- Automated updates for ongoing enhancements
- Improved listings such as occupations

Mu said, “We’re committed to consistently working at improving our service delivery to advisers and our customers.

“eApp® Express is designed to make new business submissions less complicated, with the ultimate goal of making life insurance more accessible to everyday Australians,” he said.

- more -

AIA Australia announces launch of eApp® Express
11 September 2009
Page two

One of the key deliverables of eApp® Express is the ability for advisers to offer their clients greater certainty associated with purchasing life insurance, meaning they'll be exposed to less time without cover. Other benefits include improved turnaround times, a simple and intuitive navigation system, a simple enquiry system and of course, automated submissions.

- end -

About AIA Australia

AIA Australia Limited (ABN 79 004 837 861 AFSL 230043) has been operating in Australia for over 30 years. AIA Australia is a subsidiary of American International Assurance Company, Ltd. and a specialist provider of risk management products aimed at protecting the financial health and welfare of Australians.

About the AIA Group

The AIA Group is a leading pan-Asian life insurance organisation with a unique heritage of serving the world's most dynamic region for 90 years. It provides consumers and businesses with products and services for life insurance, retirement planning, accident and health insurance as well as wealth management solutions. Through an extensive network of 250,000 agents and 20,000 employees across 15 geographical markets, the AIA Group serves over 20 million customers in the region.

The AIA Group has branch offices, subsidiaries and affiliates located in jurisdictions including Australia, Brunei, China, Hong Kong, India, Indonesia, Macau, Malaysia, New Zealand, Singapore, South Korea, Taiwan, Thailand and Vietnam. Subject to regulatory approvals, AIG intends to incorporate the Philam Group of Companies, based in the Philippines into the AIA Group.