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Media Release

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AIA Australia's claims department gets an 'A*' rating

Melbourne, 17 November 2010 – AIA Australia today announced that for the second time in two years, it has been awarded an 'A*' rating by an analyst for its claims processes and claims service.

This year AIA Australia was awarded an additional rating (defined as A*) because it differentiated itself through a unique claims proposition with the introduction of its online Claims Tracking system.

The Claim Management Analysis Programme (C-MAP™) was conducted by The Risk Store's Sue Laing. The programme analyses a life insurer's claims department by taking a comprehensive look at their systems and standards which govern their service to the claimant. Laing described the service, C-MAP™, as "challenging in its depth and breadth. Any insurer seeing the value of such a robust analysis is to be applauded for their foresight as it can only contribute to even better service to the claimant in their time of need."

Ms Pina Sciarrone, AIA Australia's Head of Adviser Services commented on the 'A*' rating, "Over the years, advisers have told us that it is the moment of truth for all life companies when their clients make a claim. At AIA Australia, we understand the importance of paying claims and treating claimants with the care, sensitivity and professionalism that they deserve. We have been working hard over the past few years to continuously improve our claims service in direct response to the feedback we have received from advisers."

Mr Howard Williams, AIA Australia's Claims Manager further commented on the rating, "As an independent life insurance specialist, we are in the business of paying legitimate claims. This rating validates our philosophy of paying claims promptly and ensuring that every claim that should be paid is paid."

Ms Laing further commented on the analysis, "It was pleasing to note that AIA Australia assesses each claim on its merit rather than taking a blanket one-size fits all approach. For example, AIA Australia does not automatically call for Medicare records if the policy has been in force less than 3 years."

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"It isn't good enough to have systems and standards if, firstly, they are not client friendly in their execution, delivery and outcomes and secondly if those standards are not strictly met, time and time again. This is what we look for at the core of our analysis," said Laing of the process.

"Even though we have achieved this 'A*' rating, there is always room for improvement. As a partnering organisation, we are committed to improving the service we provide to advisers and ultimately their clients," Mr Williams said.

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About AIA Australia

AIA Australia Limited (ABN 79 004 837 861 AFSL 230043) has been operating in Australia for over 40 years. AIA Australia is a subsidiary of the AIA Group and a specialist provider of life insurance products aimed at protecting the financial health and welfare of Australians.

About the AIA Group

The AIA Group Limited ("AIA") is the largest listed pan-Asian life insurance organisation, with an unparalleled footprint spanning 15 markets in Asia Pacific. The Group has total assets of approximately US\$90 billion and traces its roots in the region back more than 90 years.

AIA meets the savings and protection needs of individuals and businesses by offering a comprehensive suite of products and services covering life insurance, retirement planning, accident and health insurance, as well as wealth management solutions. Through an extensive network of more than 300,000 agents and over 24,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group policies.

AIA has branch offices, subsidiaries and affiliates located in jurisdictions across the region including Hong Kong, India, Indonesia, China, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam, Australia, New Zealand, Macau and Brunei.

AIA is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code '1299'.

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