



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Australia awarded prestigious Life Insurance Company of the Year award by ANZIIF

Melbourne, 23 August 2024. For the third consecutive year, AIA Australia has been announced as Life Insurance Company of the Year. The insurer received this recognition at the recent Australia and New Zealand Institute of Insurance and Finance (ANZIIF) 20th Australian Insurance Industry Awards.

When naming AIA Australia as this year's winner, the ANZIIF judges referred to AIA Embrace, an industry leading holistic wellbeing ecosystem of programs and partnerships, designed to provide health and wellbeing support at every stage of life's journey. AIA Australia's Wellbeing team uses this network to provide individualised support to its life and health insurance customers from prevention through to diagnosis, treatment, and recovery.

The ANZIIF judges also recognised AIA Australia for its significant work to improve the narrative for women experiencing menopause. In 2023, the life insurer analysed more than 10 years of disability claims data. This demonstrated a significant change in the prevalence of mental health conditions and musculoskeletal conditions for women between the ages of 40-55.

Research showed mood disorders can occur due to changing oestrogen levels during the stages of menopause, putting women at risk of musculoskeletal conditions. AIA Australia then partnered with the Australasian Menopause Society and the University of Melbourne's Institute for the Future of Business to better support its customers.

In October 2023, AIA Australia hosted a roundtable discussing women's health at midlife and beyond, with a strong focus on perimenopause and menopause. This emphasised the importance of treating women at midlife to enhance their physical and mental health, thereby preventing the onset of later-in-life chronic diseases. Following the roundtable, AIA Australia provided its findings to the Senate Inquiry into issues related to menopause and perimenopause.

CEO of AIA Australia, Damien Mu said, "What an incredible honour for AIA Australia to be awarded Life Insurance Company of the Year, for the third consecutive year.

"We'd like to thank ANZIIF for its ongoing work to unite our industry and spur continuous innovation and improvement. Congratulations to all the finalists and winners, who have worked tirelessly to ensure that Australians can make informed decisions about their insurance needs.

"Receiving this Award would not have been possible without the passion, dedication and drive from our AIA Australia team. We are a purpose-led organisation, with a collective dream to make Australia the healthiest and best protected nation in the world.

"Every day, our employees demonstrate their unwavering commitment to make a positive difference in the lives of our customers and broader community. I'm proud of our ongoing achievements that help Australians lead healthier, longer, better lives."

The Awards occur annually and celebrate the outstanding achievements of Australian organisations and individuals across the insurance value chain. In addition, ANZIIF recognises organisations who are making a significant impact with respect to diversity, equality and inclusion in the workplace, as well as environment, social and governance change.



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AIA Australia has had successful history at the ANZIIF awards, having received the Life Insurance Company of the Year award seven times, Women's Employer of the Year (2016) and its CEO Damien Mu awarded Insurance Leader of the Year in 2021.

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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 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 (2024, 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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