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Media Release

AIA Australia appointed as CFS group insurance partner

Melbourne, 15 September 2021– Life, health and wellbeing insurer AIA Australia has today announced that it has been selected by Colonial First State (CFS) to be its insurer, following a thorough market tender.

AIA Australia will provide insurance to the members of CFS's FirstChoice Employer Super, Essential Super, FirstChoice Personal and FirstChoice Wholesale Personal products.

AIA Australia CEO and Managing Director Damien Mu said that the team was extremely pleased and grateful for the appointment and opportunity to partner with CFS, to reimagine the CFS offering and introduce innovative new propositions and engagement tools to members.

“What makes us unique is our holistic focus on Australians' life, health and wellbeing, throughout their entire lives. The team and I are excited to create and deliver an exceptional experience for members, to support and empower them to live healthier, longer, better lives.”

Over time, AIA Australia will introduce its digital capability to CFS's members, which includes education tools and its world-leading health and wellbeing program, AIA Vitality.

“An important part of providing value to superannuation members is giving them opportunities to engage with our products and services on an ongoing basis – not just when they need to make a claim. We want to help members to know more about their health and wellbeing – including their financial wellbeing – and understand how they can improve these important aspects of their lives,” Mr Mu said.

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 48 years' experience and a commitment to help Australians live healthier, longer, better 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 3.8 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 and New Zealand to be the healthiest and best protected nations in the world.

AIA Australia has been recognised with multiple awards, including the Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), iSelect Partner Awards Insurer of the Year (2019), Insurance Asia International Life Insurer of the Year (Australia, 2020), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019) and Shared Value Awards Organisation of the Year (2020).

Further information at www.aia.com.au.

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