



HEALTHIER, LONGER,
BETTER LIVES

OUR BRAND

OUR PURPOSE

Why our Purpose?

Active

Customer-centric

Personal

Our ambition

OUR PERSONALITY

OUR TONE OF VOICE

CULTURAL GUIDANCE

OUR IDENTITY

VISUAL ELEMENTS

APPLICATIONS

AIA ONE BILLION

AIA VITALITY

HIGH NET WORTH

BRAND CHECKLIST

ASSETS

CUSTOMER-CENTRIC

Healthier, Longer,
Better Lives is
customer-centric.
We put our
customers at
the heart of
everything we do.

