

## 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

## PERSONAL

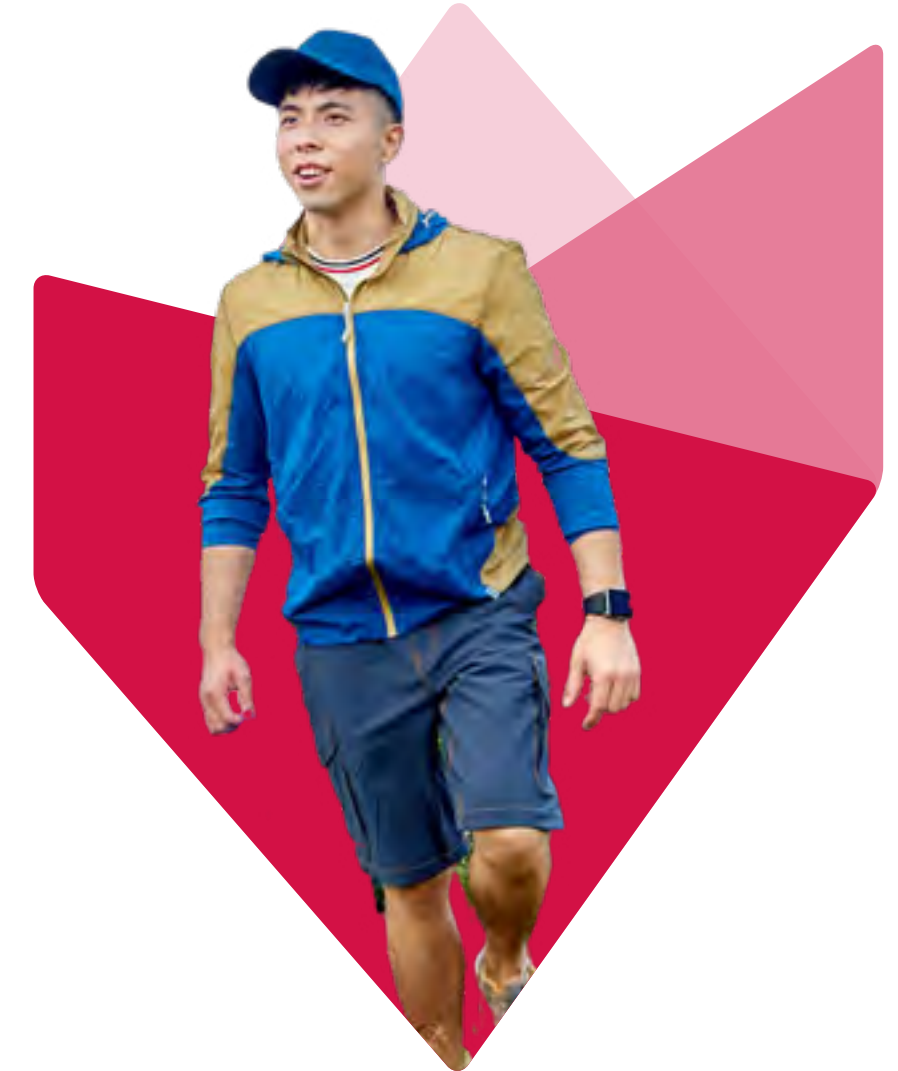
Healthier, Longer,  
Better Lives  
is personal.  
We recognise  
that it means  
something different  
to everyone.



“For my family”



“For my career”



“For my future”