

OUR BRAND**OUR PURPOSE****OUR PERSONALITY**

Why a mentor?

Why a persona?

What a mentor is

Our personality traits

Summary

OUR TONE OF VOICE**CULTURAL GUIDANCE****OUR IDENTITY****VISUAL ELEMENTS****APPLICATIONS****AIA ONE BILLION****AIA VITALITY****HIGH NET WORTH****BRAND CHECKLIST****ASSETS**

WHY A PERSONA IS IMPORTANT

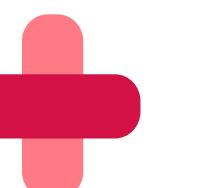
Having a persona is one of the most important ways in which we bring our brand to life.

Thinking of AIA as a mentor enables us to see our brand as a collection of attitudes, behaviours and traits. And it demonstrates that our Purpose is more than just a statement, it is a way of being.

Our persona reminds us how we should behave in our interactions with our customers and each other. It keeps our offering distinct and consistent wherever it appears.

It is what makes us unmistakably AIA.

Healthier, Longer, Better Lives

**Mentor****How we
behave****How we
speak****How we
look****Unmistakably
AIA**