

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

# OUR AMBITION



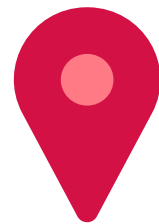
## We help people live

It's about recognising the small moments and the big. It's helping people do more, experience more and live more. It's about striving to make lives better every single day.



## We help people grow

It's encouraging the first steps towards both near and distant dreams. It's any size of change for the better. It's growth for individuals, families and communities.



## We are always there

It's about being active and present in people's lives. Here for their today and embracing what that means for their tomorrow. It's always being there, no matter what.



## This is our commitment

These ambitions are at the heart of everything we do and the decisions we make.



## We are AIA

We stand for Healthier, Longer, Better Lives.