



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR IDENTITY

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AIA ONE BILLION

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## INTRODUCTION

AIA's Purpose is to help people live Healthier, Longer, Better Lives. This extends to all our customers across all the markets in which we operate.

AIA High Net Worth provides specialist, customised solutions for high net worth clients. We exist to deliver relevant, high quality services that focus on preserving and nourishing wealth today and cultivating it for future generations.

Our distinctive identity represents the level of dedication and care that underpins our bespoke services. It reflects our ambition to become the partner of choice for high net worth clients across Asia.

