

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

ACTIVE

Healthier, Longer,
Better Lives is
active. It is not
about standing
still. We are
always moving
and making
progress.

