

OUR BRAND

OUR IDENTITY

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AIA ONE BILLION

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INTRODUCTION

AIA One Billion is our commitment to engage one billion people across Asia to live Healthier, Longer, Better Lives by 2030.

You are encouraged to reference AIA One Billion alongside other purpose-led brand activities that support Healthier, Longer, Better Lives.

These initiatives may include partnerships, events, community programmes and campaigns, which educate, inspire and support our communities to improve people’s physical, mental and environmental wellness while championing financial inclusion.

When doing so, please follow the principles and usage guidelines outlined in this section.

The ticker device provides a visual cue to the act of counting up to one billion. We invite our communities to take action, and join us on the journey.

AIA ONE BILLION
JOIN THE JOURNEY

A bold call to action to inspire our audiences to get behind our Purpose.

We are embarking on something meaningful together. This is our Purpose and mission.