



HEALTHIER, LONGER,  
BETTER LIVES

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.

