AIA

Agency Control and Governance Newsletter 2026



Issue No. 3 Q3 2026

Updates on Guidelines and Other Important Compliance Updates



01 Market Conduct Guidelines ("MCG")

The MCG has been updated effectively since September 2026. This update includes revisions to the categories of misconduct and the corresponding disciplinary measures.

ACG would like to remind all Financial Planners (FPs) that under the latest MCG, if the purpose is **to reach prospects located in PRC, the publication of product related information through public accounts on websites, social media platforms, or discussion forum (e.g. Xiaohongshu, WeChat Moments, Weibo, Douyin etc.), including product information, product features, product promotion campaigns, benefit illustrations, etc.; providing PRC contact details on social media for policy inquiry or insurance applications**, may also constitute a violation. Depending on the frequency and severity of the misconduct, the Financial Planner concerned may be subject to **1 – 2 points deduction**. Such disciplinary actions may also affect a FP's eligibility to conduct CMV business. The applicable suspension periods are set out as follows:

Points deduction	Minimum CMV sales suspension period after completing training (CMV business related misconduct)
1	14 calendar days – 3 months
2	4 – 6 months
3	7 – 12 months

*** Where MCC determines that CMV sales suspension period of 12 months shall apply, the agent shall not be eligible for the rehabilitation programme.**

Please refer to Memo A260953 for more details.

02 Anti-Fraud

ACG has noted cases where FPs applied for and gifted insurance policies to customers. In addition, Company has identified cases where FPs entered into private agreements with customers, under which the FP transferred funds to the customers as compensation for failing to properly follow up on the customer's premium payments arrangements, thereby paying the policy premiums on the customers' behalf.

ACG would like to issue a serious reminder that both of the above practices **constitute "fraud"** and are violations of AIA Group's Anti-Fraud Standard. Any fraud case that is substantiated upon investigation will result in the immediate termination of the relevant financial planner's contract. Furthermore, the case will be referred to law enforcement and/or regulatory authorities for follow-up action and may be subject to criminal and/or civil proceedings.

03 Do's and Don'ts of Roadshow Activities

The Company would like to remind all Financial Planners that if they intend to conduct any roadshow activities for the purpose of promoting or expanding insurance business, they must strictly comply with the "Roadshow Activity Procedures and Application Guidelines (excluding MPF business)"* to ensure that all activities comply with regulatory requirements and the Company's internal guidelines.



Do's

- ✓ Obtain prior notification and approval from the Company before conducting any roadshow activity.
- ✓ Prominently display the Company's name and logo at the roadshow venue. The booth should be kept neat and tidy. Financial Planners should wear appropriate attire or AIA-branded clothing (where applicable), and display an AIA name badge and lanyard.
- ✓ Interact with customers in a respectful and professional manner, ensuring that your conduct reflects positively on both yourself and the Company.
- ✓ Disclose your identity and title as a licensed intermediary (including your full name and licence number) in accordance with the requirements of the Code of Conduct for Licensed Insurance Intermediaries.
- ✓ Provide accurate, clear, and product-relevant information in response to customers' inquiries about



Don'ts

- ✗ Use self-created or unapproved promotional materials, even if such materials are prepared at a customer's request. All promotional materials must receive prior Company approval, including but not limited to brochures, leaflets, posters, banners, roadshow vehicles, and any other marketing materials.
- ✗ Wear or display clothing, logos, or promotional items that may mislead customers into believing that you represent another organisation or are providing non-insurance services. For example, when promoting medical insurance, do not wear medical uniforms or white coats to create the impression of being a healthcare professional.
- ✗ Continue soliciting or promoting insurance products after a customer has clearly indicated that they are not interested in purchasing.
- ✗ Invite, recommend, or induce customers

Do's

insurance products, enabling them to make informed decisions and allowing sufficient time for consideration before purchasing.

- ✓ Maintain complete records of each roadshow activity, including the venue, date and time, names of participating Financial Planners, and any promotional or marketing content used during the event.
- ✓ Strictly comply with all applicable regulatory requirements and Company policies.
- ✓ Comply with the provisions of the Personal Data (Privacy) Ordinance and related guidelines to safeguard customers' personal data privacy.
- ✓ Provide AIA's Personal Information Collection Statement (PICS) before collecting any personal data from customers.
- ✓ Maintain a professional image at all times as a Financial Planner.
- ✓ Ensure pedestrian walkways remain clear and unobstructed to avoid congestion or blocking public access.
- ✓ Regularly monitor crowd flow at the venue and, where necessary, adjust staff positioning and activity arrangements to minimise disruption to the public and surrounding environment.

Don'ts

to purchase insurance products without first obtaining a sufficient understanding of their circumstances and insurance needs.

- ✗ Make any false, misleading, deceptive, or fraudulent statements regarding product features, returns, risks, or competitors. Product information must be presented fairly, objectively, and in a balanced manner, with adequate disclosure of important information to avoid misunderstanding.
- ✗ Apply undue pressure on customers during roadshow activities or force them to make on-the-spot decisions or purchases. Improperly influence customers by claiming that opportunities are limited and require immediate action.
- ✗ Distribute unauthorised gifts or souvenirs, or conduct lucky draws without prior Company approval.
- ✗ Promote any products, services, or business activities unrelated to AIA Hong Kong's business.
- ✗ Engage in any cross-border sales activities.
- ✗ Place, hang, or leave any promotional materials, signboards, roll-up banners, gifts, or other items that may obstruct public passage in walkways, entrances/exits, or public circulation areas.
- ✗ Approach passers-by in an overly aggressive, persistent, coercive, or nuisance-causing manner.



Do you know the answer?



Question 1

A Financial Planner was convicted of a serious criminal offence in an overseas jurisdiction and was sentenced to pay a substantial fine. As a result, he filed for bankruptcy and changed his mobile phone number. Which of the following actions are appropriate? (Select all that apply)

i. Report his overseas criminal conviction and bankruptcy to both the Company and the Insurance Authority within 14 days.

ii. Update both the Company and the Insurance Authority with his latest mobile phone number within 14 days.

iii. As the criminal offence was committed outside Hong Kong, there is no need to report it to the Company or the Insurance Authority.

iv. As bankruptcy is a personal matter, there is no need to report it to the Company or the Insurance Authority.

v. Only update his mobile phone number with the Company, and there is no need to report the other matters.

Question 2

A District Manager is about to attend an overseas company conference. Before departure, he provides his login ID and password for the Company's system to his secretary to assist in handling clients' policy applications and policy services. Which of the following options is correct?

A Under no circumstances should personal system login credentials be shared with another person. If a secretary is required to assist with business-related duties, a S-Code must first be obtained from the Company, and the corresponding level of access authorization should be assigned according to the scope of responsibilities. If the duties involve regulated activities, the individual must first obtain an insurance intermediary licence via the Company from the Insurance Authority for the individual before he/she may perform such duties.

B Since the secretary is only assisting with administrative work and is not making any sales decisions, it is acceptable to use the District Manager's login account to process client applications.

C As long as prior authorization is given by the District Manager, the secretary may use the District Manager's login account to ensure uninterrupted client service.

D If the District Manager will be away for more than one week, the login ID and password may be temporarily shared with a trusted secretary or assistant.

The answers are on p.8

Case Sharing

Throwing back to the previous quarter (2026 Q2), a total of 332 FPs were substantiated for misconduct. The largest proportion, 269 of them, breached Company's internal guidelines (222 agents for non-compliance with MPF CPD requirement), followed by 40 FPs who were involved in improper client servicing.

Types of Substantiated Misconduct	No. of Intermediaries
Intermediary Fraud	14
Mis-selling	0
Agency management / Internal guidelines	269
Client servicing	40
Others	9
Total	**332**



ACG reminder: Under the MCC's Point-Deduction System, if **four points have been deducted in rolling one year** or **six points in rolling two years' period**, the respective FP's **contract will be terminated**.

Key case sharing: Licence Number Missing on Business Card of a Secretary who is also a Licensed Insurance Agent ("LS")

LS

I've just received my newly printed business cards. They look pretty good. Could you take a look?

FP

Of course! Let me see... Your name, title and contact details are all there. However, aren't you also registered with the Insurance Authority? Where is your Insurance Authority licence number?

LS

My licence number? I thought it only needed to be recorded in internal systems. Does it really need to be printed on my business card?

FP

Yes, it does. **As a Licensed Insurance Agent**, your secretary business card **must display your Insurance Authority licence number**. This is a regulatory requirement designed to help clients and members of the public clearly identify licensed individuals, while enhancing transparency and professionalism.

LS

I'm glad you pointed that out. Otherwise, I might have already started distributing these cards.

FP

If a business card is found to be missing the licence number, it should be **stopped using immediately** and updated as soon as possible. It may seem like a small detail, but regulatory requirements are often found in the details.

LS

Understood. I'll contact the printing vendor right away to make the necessary amendments and remind the other Licensed Secretaries in the team to check their business cards as well.



Key case sharing

Licence Number Missing on Business Card of a Secretary who is also a Licensed Insurance Agent ("LS")

ACG would like to remind all licensed secretaries and their supervising Financial Planners that all business cards issued to licensed secretaries must clearly display the relevant licence number issued by Insurance Authority. When ordering, replacing, or updating business cards, all information should be carefully reviewed to ensure it is complete and accurate. Regular checks should also be conducted on business cards currently in use, and any changes to personal or licensing information should be updated promptly to ensure compliance with all applicable regulatory and company requirements.

According to the section 5.1 – Printing of Business Case of MCG,

- financial Planner's full name used in your Hong Kong/Macau Identity Card or Passport should be printed on your business card.
- must only use the financial planner title in accordance with the Company's requirements and authorization.
- must only use agency email address with domain name either "@aia.com.hk" (for Hong Kong only) or "@aia.com.mo" (for Macau only) as the default corresponding email address which is the sole email address allowed to be printed on the financial planner's business card.
- No telephone number with overseas area code, e.g. PRC (+86), is allowed to be printed on your business cards.
- The Insurance Agent License Number issued by Insurance Authority/AMCM should be printed on your business card. For personal assistants/secretaries who are registered insurance intermediaries, you should ensure their business cards must display the insurance agent licence number issued by the Insurance Authority.
- If you are also a MPF Subsidiary Intermediary ("SI"), you are required to identity yourself with business card bearing name used in the registration as a SI, your MPF registration number and the wordings of "MPF Intermediary Reg.No." BEFORE your MPF intermediary registration number. You are also required to provide the document "Information about Principal Intermediary and Subsidiary Intermediary" to introduce Principal Intermediary ("PI") and SI to the client in the initial contact.



Question 1: i & ii

Under Section 64P of the Insurance Ordinance, licensed insurance intermediaries must notify the Insurance Authority of any changes to their licensing particulars within 14 days, including updates to personal information such as contact telephone numbers.

Furthermore, pursuant to the Insurance Authority's Guideline 23 on the "Guideline on “Fit and Proper”" Criteria for Licensed Insurance Intermediaries, licensees are required to continuously meet the Fit and Proper requirements. Criminal convictions (including overseas convictions), bankruptcy, and other material events that may affect a licensee's integrity, reputation, or financial soundness should be reported to both the Company and the Insurance Authority in a timely manner.

Question 2: A

Regardless of the reason, purpose, or whether prior authorization has been obtained, agency leaders/financial planners are **strictly prohibited** from disclosing their login IDs and/or passwords to any other person. This is to prevent unauthorized access to such information or the handling of business activities by unauthorized individuals. Under MCG, FPs are prohibited from sharing credentials of AIA system(s) with others or failure to safeguard such credentials, depending on the frequency and severity, the disciplinary action may range from a **written warning to 3 points deduction**.

If agency districts/agency leaders/financial planners employ personal assistants/secretaries, they must apply for a S-Code with the Company for each such employee and register an appropriate role in accordance with the individual’s scope of duties, so that the corresponding level of access authorization can be assigned for handling business activities. If their duties involve carrying out regulated activities, they must register with the Insurance Authority for an insurance license through the Company.

For more information on and relevant forms for applying for/changing/terminating a S-code and/or IA license for your personal assistants/secretaries, please refer to the guideline available on the following path in Agency Corner: eAC > Bulletin & download > General Manuals > Agency Business Development > Administrative Staff Employed by Hong Kong Agencies.

