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**Attn.:** All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)

**From:** Angela Yeung

**Copy:** Ms. Melissa Wong/
All Department Heads /
Macau CEO/ ABDD Executives

**Dept.:** Customer & Marketing

**Date:** 16 Sep 2026

Total pages: 12 pages

**Subject: A210961** **AIA+ 功能升級、活動及內容更新速遞 (八月通訊)**

**AIA+ Updates | Features, Campaigns & Content Highlights (August's Edition)**

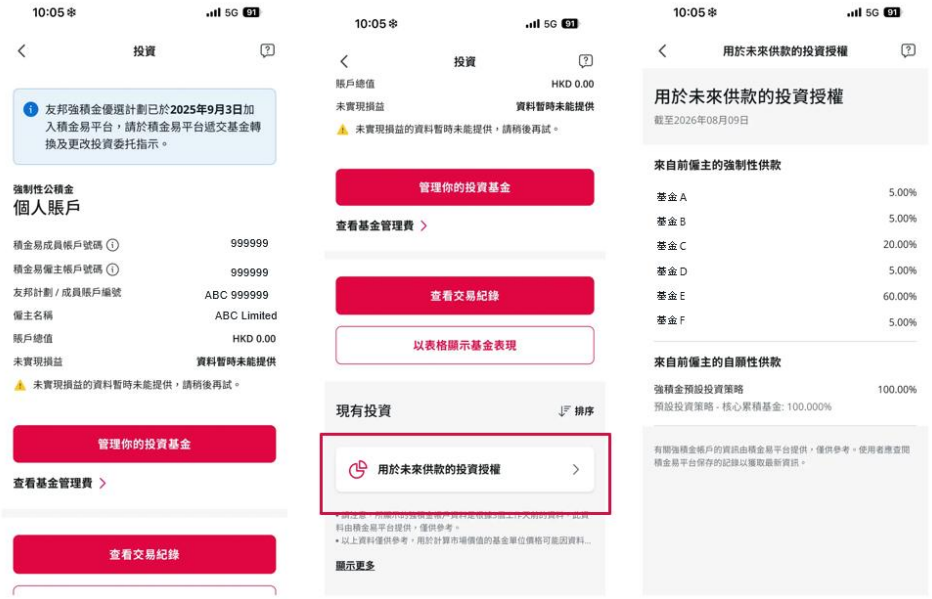
為持續提升客戶數碼體驗及支援代理拓展業務，AIA+ 不斷優化平台功能、豐富內容生態及推出多元推廣活動，助您深化客戶互動，提升服務效率，並創造更多業務發展機會。

## 一、AIA+ 功能升級與優化

### 1.1 提升退休金管理體驗 新增「未來投資配置」檢視功能

為進一步提升數碼化退休金管理體驗，AIA+ 於 退休金投資旅程 中新增 「未來投資配置」 檢視功能。客戶現可透過 AIA+ 便捷地查看現有退休金投資組合持倉及用於未來供款的投資授權，全面掌握未來供款將如何分配至不同基金。此項功能提升有助客戶更全面了解其整體退休金投資策略，作出更明智的投資配置決定，並更有效規劃退休安排。

- 一站式查閱現有退休金投資組合及用於未來供款的投資授權。
- 提升未來退休金供款配置的透明度。
- 更全面了解整體退休金投資策略



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### 1.2 AIA+「投資觀點」功能正式推出

為協助客戶更全面地提升財富管理及金融知識，AIA+ 於「產品及資訊」專區新增「投資觀點」功能。此全新功能為客戶提供投資相關資訊及市場洞察，讓客戶能隨時掌握市場最新動態，並於作出投資決策前獲取有價值的參考資訊。客戶可透過 AIA+ 隨時瀏覽相關內容，協助其作出更周全的財務規劃及投資決定。

- 透過 AIA+ 輕鬆獲取投資資訊及理財教育內容。
- 協助客戶作出更明智的財務規劃及投資決策。
- 提升客戶於 AIA+ 生態圈內的參與度及互動體驗。
- 為客戶的財富及健康旅程提供更全面的支援。










以上功能優化旨在提升客戶體驗，同時支援更高效的數碼服務運作。歡迎大家了解並善用新功能，於合適情況下向客戶分享。

我們正持續優化及提升 AIA+，以提供更流暢、更貼心的客戶體驗。於未來數月，我們計劃推出進一步的功能升級，為客戶帶來更豐富及更具互動性的數碼體驗。待相關功能進一步落實後，我們將適時與大家分享更多詳情。

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## 二、AIA+ 活動及積分獎賞

### 2.1邀請閒置客戶重返 AIA+ 發掘精彩活動及專屬獎賞

為鼓勵客戶重新體驗 AIA+ 的精彩內容及會員禮遇，AIA+ 現推出客戶重新啟動推廣活動，針對不同活躍程度的客戶提供專屬獎賞，鼓勵他們重新登入 AIA+，探索最新活動、會員優惠及賺分機會。

**對象一：近期未登入客戶（6至12個月未登入 AIA+）**

指定客戶於推廣期內重新登入 AIA+ 並瀏覽 AIA友Point 專區，即可獲得 500 AIA友Point。

**對象二：長期未登入客戶（13至24個月或以上未登入 AIA+）**

指定客戶於推廣期內重新登入 AIA+ 並瀏覽 AIA友Point 專區，即可獲得 1,000 AIA友Point。成功完成任務的首 3,000 名客戶更可額外獲得 OpenRice HKD25 電子優惠碼一張。

**推廣重點:**

- 推廣期：2026年8月28日至2026年9月27日
- 適用於指定合資格客戶及已將有效個人保單連結至 AIA+ 的客戶
- 每個 AIA+ 帳戶只可參加及獲獎一次
- AIA友Point 及 OpenRice 電子優惠碼數量有限，先到先得，送完即止

---

### 2.2 「AIA+數碼同行大獎」

為表揚積極推動 AIA+ 採用及提升客戶數碼互動的代理，我們現推出 **「AIA+數碼同行大獎」**。誠邀各位於 **2026年8月20日至11月19日** 競賽期間，積極協助新客戶或現有客戶於投保新個人保單後完成 AIA+ 啟動及新保單連結，攜手推動數碼服務普及。成功協助最少 **4位客戶** 完成上述要求，即符合參賽資格。得獎者將按競賽期間成功推動合資格客戶完成 AIA+ 啟動及新保單連結的數目排名，首十名參賽者可獲由林海峰及彭秀慧主演的 AIA呈獻《**內有惡戀**》 舞台劇門票（每張價值 HKD880）：




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- **第1名：** 8張門票
- **第2名：** 4張門票
- **第3至10名：** 各2張門票

AIA呈獻《內有惡戀》將於 **2026年12月4日至27日** 期間演出，獲贈門票之實際演出場次將稍後公布。為方便各位掌握競賽進度，我們將於競賽期間每月透過電郵及 AIA Smart+ 推送通知公布累積排行榜（首20名），讓您隨時掌握最新排名及爭取更高名次。比賽結果將於 **2026年11月底前** 透過電郵公布，獎品將於確認得獎名單後盡快安排發放。

請鼓勵客戶積極參與以上精彩活動及任務，透過 AIA+ 互動賺取積分及享受專屬禮遇，同時深化客戶參與度，提升 AIA+ 使用體驗，進一步加強與客戶的聯繫。詳情請參閱通告A260829。

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請參閱以下指南，立即展開您的AIA友Point旅程。

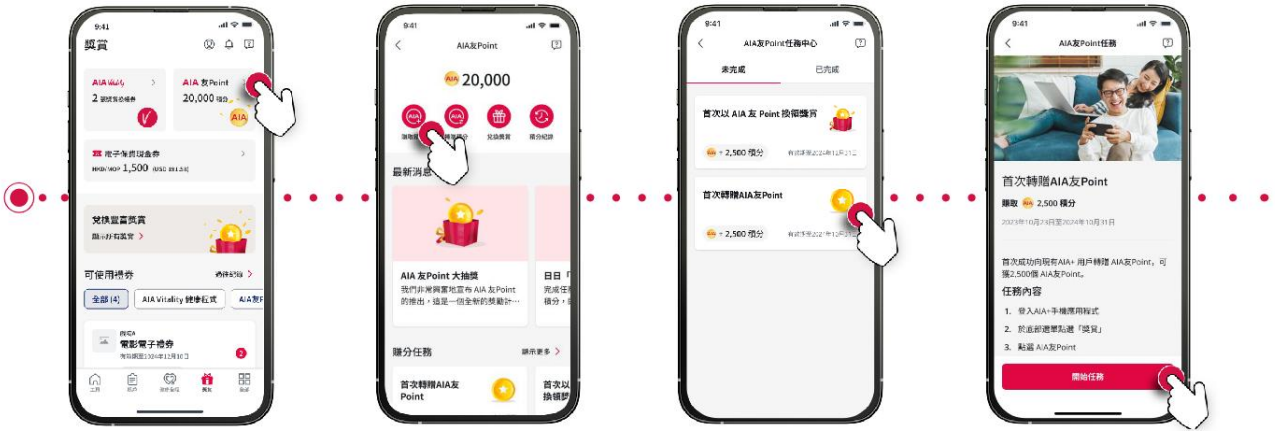
## /賺取AIA友 Point

01/ 在「獎賞」頁面，點選「AIA 友 Point」

02/ 點按「賺取積分」

03/ 選取「首次轉贈AIA友Point」

04/ 點按「開始任務」



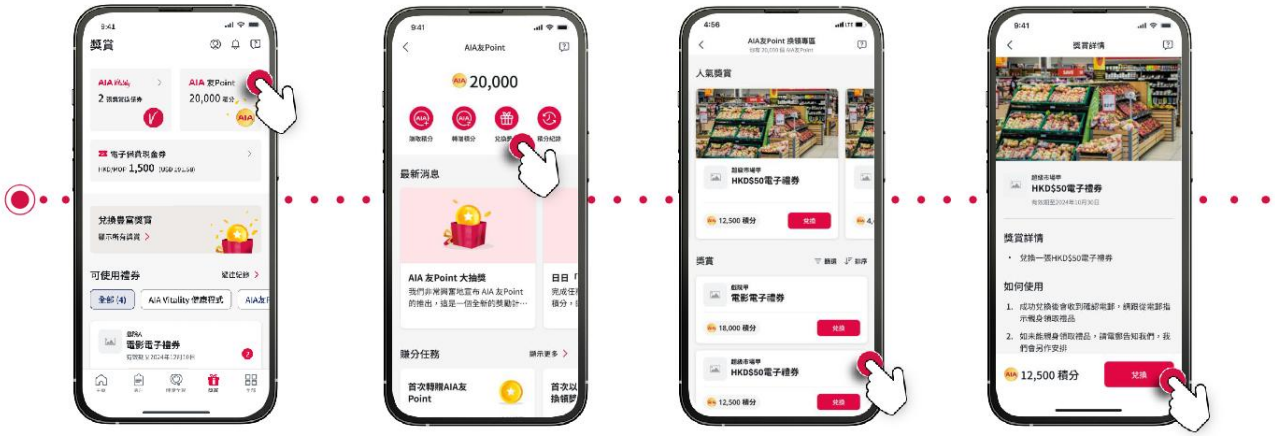

## /兌換或使用AIA友 Point的獎賞

01/ 在「獎賞」頁面，點選「AIA 友 Point」

02/ 點按「兌換獎賞」

03/ 選取你想兌換的獎賞

04/ 點按「兌換」

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## 三、AIA+ 最新精選內容及資訊

AIA+ 持續豐富內容，為代理創造更多客戶互動及銷售切入點。透過主動分享相關內容，可提升客戶接觸頻率、深化客戶關係，並促進保障及財富管理需求發掘。

本月最新內容:




3.1 完成你的MindAid專屬任務 解鎖獨家獎賞
3.2 AIA健康講座 : 從兒童過敏到長者疾病 (澳門會場)
3.3 友邦健康生活節2026
3.4 友邦保險 2026 年上半年業績表現強勁
3.5 <特選客戶專享> AIA Vitality x 托定咸熱刺足球同樂日
3.6 再想健康，為「健康長壽」踏出第一步
3.7 AIA呈獻《內有惡戀》
3.8 AIA用實力守護你

AIA+ 將持續提升平台能力及數碼體驗，支持代理深化客戶關係、提升互動成效，並推動業務增長。我們期待與代理攜手善用 AIA+ 生態，共同創造更卓越的客戶體驗及業務成果。

如有任何查詢，歡迎電郵至 aiaplusinternal@aia.com。感謝您一直對 AIA+ 的支持。

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To continuously enhance the digital customer experience and empower agents to grow their business, AIA+ continues to strengthen its platform capabilities, enrich its content ecosystem, and launch targeted campaigns, helping agents deepen customer engagement, enhance service effectiveness, and unlock new business opportunities.

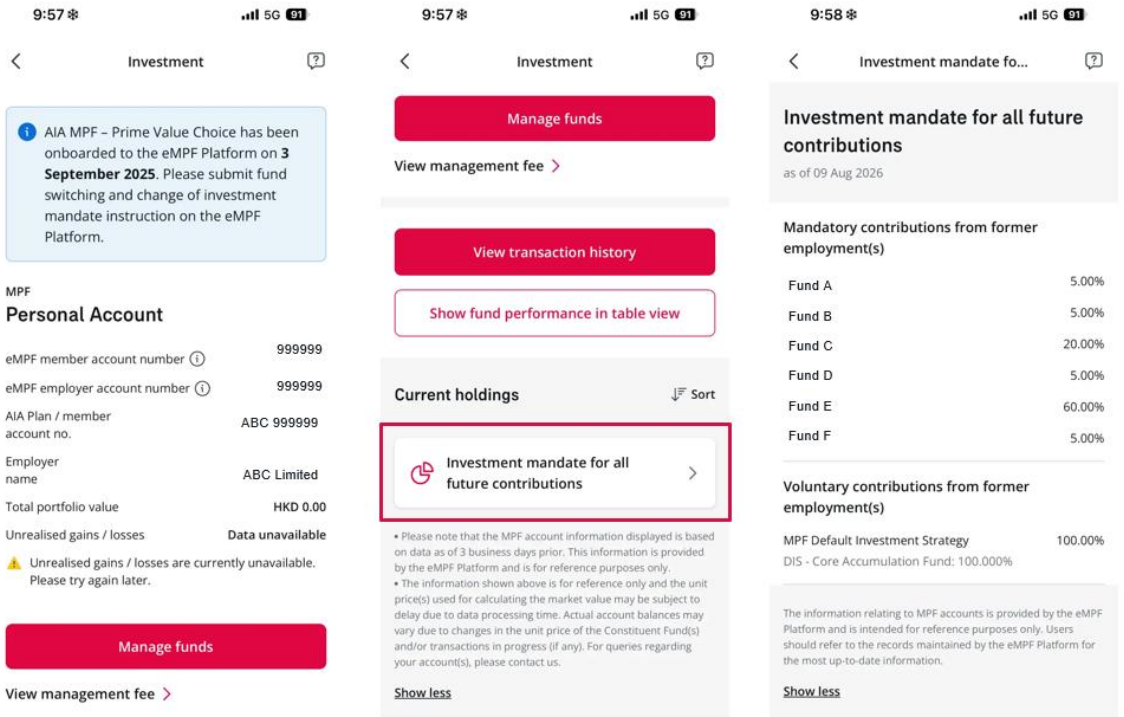
## 1. AIA+ Feature Enhancements and Improvements

### 1.1 Enhanced Pension Journey with Future Investment Allocation View

To further enhance the digital pension management experience, AIA+ has introduced a new Future Investment Allocation enquiry feature within the Pension Investment Journey. Customers can now conveniently view their current pension fund holdings alongside their investment mandate for future contributions, providing greater visibility into how future contributions will be invested across different funds.

This enhancement helps customers to better understand their overall pension investment strategy, make informed allocation decisions, and better plan for their retirement needs.

- View current pension investment holdings and investment mandate for future contributions in one place.
- Gain greater transparency on future pension contribution allocation.
- Better understand overall pension investment strategy.



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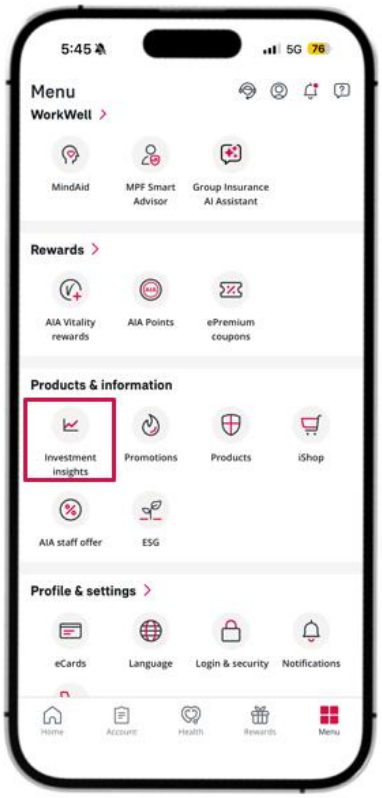
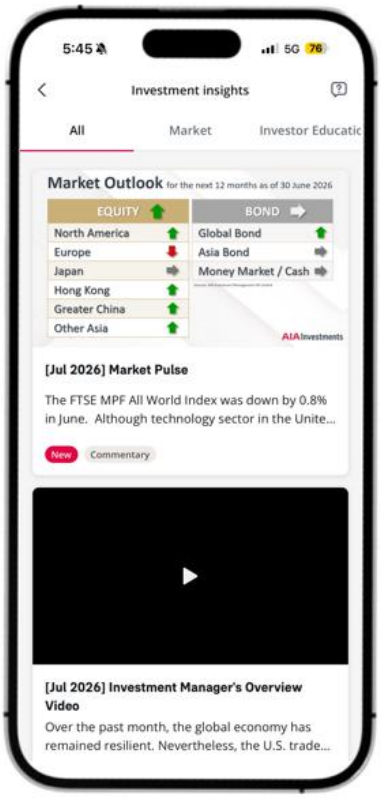
## 1.2 Introduction of Investment Insights on AIA+

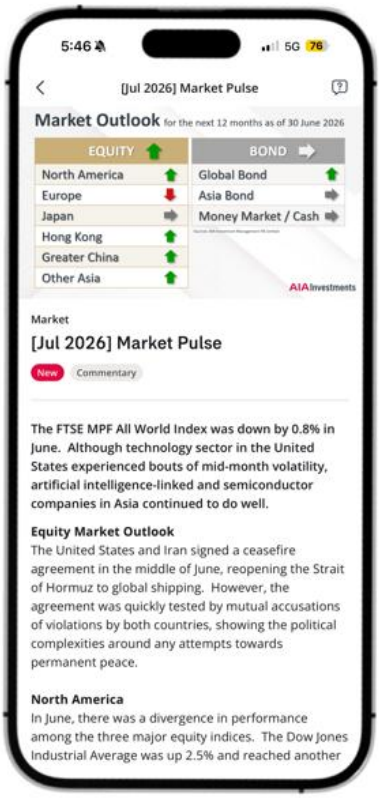
To support customers in building their wealth and financial knowledge more comprehensively, AIA+ has introduced a new "Investment Insights" feature under the “Product & Information” section.

This new feature provides customers with access to investment-related insights and market information, enabling them to stay informed about relevant market developments and gain valuable perspectives before making investment decisions. Customers can conveniently browse and explore the available content anytime through AIA+, helping them make more informed financial planning and investment choices.

- Easy access to investment insights and educational content via AIA+.
- Better-informed financial planning and investment decision-making.
- Increased customer engagement within the AIA+ ecosystem.
- Enhanced support for customers' wealth and wellness journey.




These enhancements aim to improve overall customer experience while supporting more efficient digital service. We encourage you to familiarize yourself with the new features and share them with relevant customers where applicable.

We will continue to enhance AIA+ to deliver a more seamless and intuitive customer experience. More details will be shared once these enhancements are finalised.

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## 2. AIA+ Campaigns and Rewards

### 2.1 Re-engage Inactive Customers to Rediscover AIA+ Activities and Exclusive Rewards

To encourage customers to rediscover the diverse content, benefits, and rewards available on AIA+, a Customer Reactivation Campaign has been launched. Through tailored incentives for customers with different levels of platform inactivity, the campaign aims to encourage eligible customers to log back into AIA+, explore the latest activities, member offers, and AIA Points earning opportunities.

**Target Group 1: Recently Inactive Customers (No AIA+ Login in the Past 6 to 12 Months)**

Selected customers who log in to AIA+ and browse the AIA Points landing page during the promotion period will receive 500 AIA Points.

**Target Group 2: Long-term Inactive Customers (No AIA+ Login in the Past 13 to 24+ Months)**

Selected customers who log in to AIA+ and browse the AIA Points landing page during the promotion period will receive 1,000 AIA Points. In addition, the first 3,000 eligible customers who successfully complete the mission will receive an OpenRice HKD25 e-Coupon.

**Promotion Highlights**

- **Promotion Period:** 28 August 2026 to 27 September 2026
- Applicable to selected eligible customers with a valid individual insurance policy linked to their AIA+ account
- Each AIA+ account may participate and receive the reward once only
- AIA Points and OpenRice e-Coupons are available on a first-come, first-served basis while stocks last

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### 2.2 AIA+ Digital Companion Contest

To recognise and reward agents who actively drive AIA+ adoption and strengthen customer digital engagement, we are pleased to launch the **AIA+ Digital Companion Contest**. From **20 August to 19 November 2026** (both dates inclusive), agents are invited to support new and existing customers in activating AIA+ and linking their newly issued individual policies, helping accelerate digital adoption.

Agents who successfully assist at least four (4) customers in completing AIA+ activation and new policy linking during the contest period will qualify for the competition. Winners will be ranked based on the number of eligible customers who successfully activate AIA+ and link their newly issued individual policies during the contest period. The top 10 participants will receive tickets to AIA presents "Beware of Love", starring Jan Lamb and Kearen Pang (valued at HKD880 per ticket), as follows:




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- **1st Place:** 8 tickets
- **2nd Place:** 4 tickets
- **3rd to 10th Place:** 2 tickets each

The performance will run from 4 to 27 December 2026, and the actual performance date of the awarded tickets will be announced at a later stage. To help participants track their progress, a cumulative Top 20 Leaderboard will be shared monthly via email and AIA Smart+ push notifications throughout the contest period. Final results will be announced by email by the end of November 2026, and prizes will be distributed as soon as practicable upon confirmation of the winner list. Details please refer to agency memo a260829.

We encourage you to actively promote the above campaigns and missions to your customers. By participating through AIA+, customers can earn points, enjoy exclusive privileges, and engage with a variety of rewarding experiences. These initiatives help enhance customer engagement, enrich the AIA+ experience, and further strengthen long-term customer relationships.

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Please refer to the guide below to kick-start your AIA Points journey.

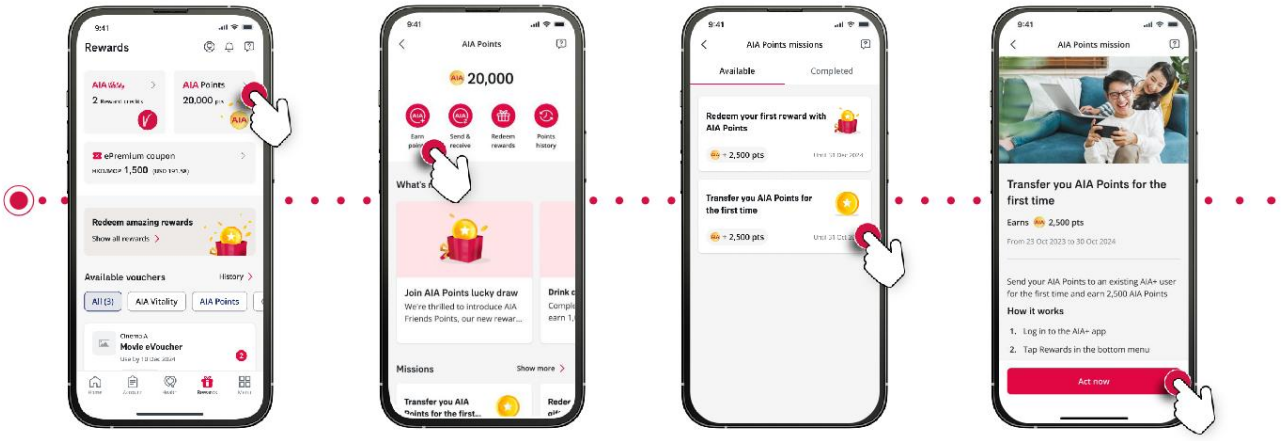
## / Earn AIA Points

**01** On the "Rewards" page, click "AIA Points"

**02** Click "Earn points"

**03** Select "Transfer your AIA Points for the first time"

**04** Tap "Act now"



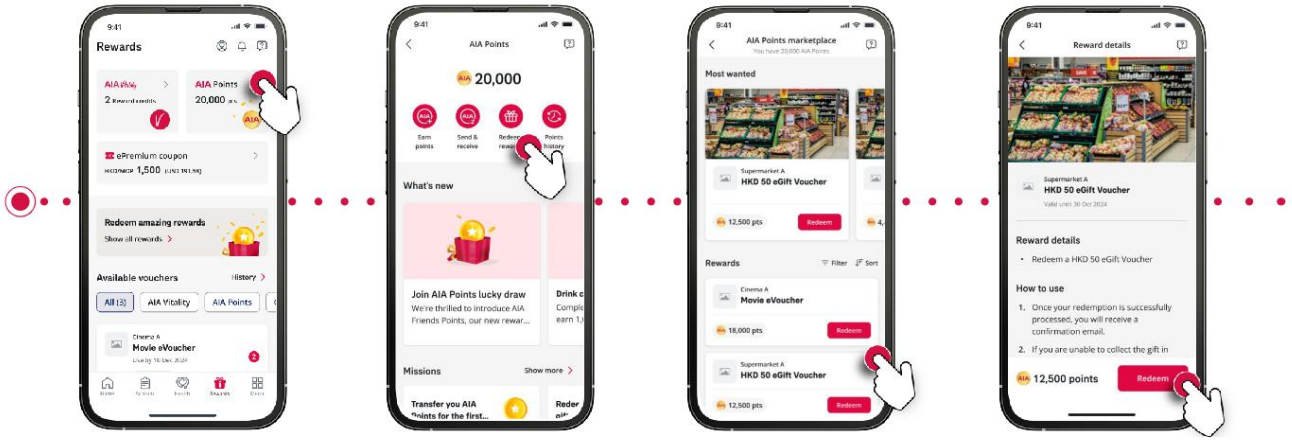

## / Redeem or use AIA Points

**01** On the "Rewards" page, click "AIA Points"

**02** Click "Redeem rewards"

**03** Choose the reward that you would like to redeem

**04** Tap "Redeem"

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### 3. Latest AIA+ Content Highlights

AIA+ continues to expand its content ecosystem, empowering agents with more opportunities to engage customers and initiate meaningful sales conversations. Proactive content sharing helps increase customer touchpoints, deepen customer relationships, and drive the discovery of protection and wealth management opportunities.




**Featured content includes:**

3.1 Complete your MindAid Mission to unlock exclusive Awards
3.2 AIA Health Seminar: From Childhood Allergies to Elderly Diseases (Macau Session)
3.3 AIA Healthy Living Week 2026
3.4 AIA delivers strong first half results in 2026
3.5 <Selected Customers Exclusive> AIA Vitality x Tottenham Hotspur Football Fun Day
3.6 Rethink Healthy – Take the First Step Towards Healthy Ageing
3.7 AIA presents "Beware of Love"
3.8 AIA, Protecting Your Every Moment

AIA+ will continue to strengthen its platform capabilities and digital experience, enabling agents to deepen customer relationships, enhance engagement, and drive business growth. We look forward to partnering with our agency force to fully leverage the AIA+ ecosystem and deliver stronger customer and business outcomes together.

For enquiries, please contact us at aiaplusinternal@aia.com. Thank you for your continued support of AIA+.

Best regards,

Angela Yeung
Head of Customer Value Growth and Digital & Design Experience
Customer & Marketing

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