AIA Hong Kong

27/F Hopewell Centre,
183 Queen's Road East,
Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Memo

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

From: Kenneth Luk

Dept: Customer and Marketing

Copy: Mr. Alger Fung
Ms. Melissa Wong
All Department Heads
Macau CEO / ABDD Executives

Total pages: 12

Date: 1 March 2025

深化
現有客戶

Subject: **A250301** **AIA 身心賞大抽獎**
AIA Wellness Treats Lucky Draw



現有客戶限定抽獎
完成「指定財務分析」，有機會贏取
友邦峻宇養生庭養生體驗
或 快驗保健康檢查計劃



「AIA 身心賞大抽獎」詳情如下:

推廣期	2025 年 3 月 1 日上午 10 時至 4 月 30 日下午 11 時 59 分
參加資格	符合以下條件的 AIA 現有客戶*，即可於推廣活動之網頁登記以參加是次推廣活動之大抽獎。 • 持有最少一份有效 AIA 個人保險保單之現有客戶；及 • 年滿 18 歲或以上；及 • 已於最新的 AIA 保單中登記有效的電郵地址；及 • 參加大抽獎時必須身處香港或澳門。 *AIA 現有客戶為於 2025 年 3 月 1 日仍持有任何 1 張有效的 AIA「個人人壽」/「個人意外」保單的客人
參加方法	參加者完成以下 2 項條件，即可獲 1 次抽獎資格: 1. 於推廣期內於活動網頁登記參加大抽獎，及 2. 於 2025 年 5 月 5 日前與 AIA 或 AIA 夥伴銷售渠道之財務策劃顧問、業務代表、保險顧問或理財顧問在香港或澳門以面對面形式完成「指定財務分析」*，而於指定財務分析中填寫的電郵地址及電話號碼必須與於 AIA 登記的電郵地址及電話號碼相同。 *「指定財務分析」即為全保理財分析。

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獎賞	**<u>合共160份獎品，得獎者將隨機獲得以下一項獎品:</u>** • 友邦峻宇養生庭養生體驗 (價值HK$1,600) (80名) • 快驗保指定健康檢查計劃 (價值HK$1,910) (80名)
得獎名單	• 得獎者將於 2025 年 5 月 13 日經由電腦系統隨機抽出。抽獎結果將於 2025 年 5 月 20 日於香港《星島日報》及《英文虎報》及 AIA 網站內（aia.com.hk）公佈。 • 財務策劃顧問可於 2025 年 5 月 20 日起登入 iEngage CRM 瀏覽大抽獎得獎名單。(附錄 3) *iEngage > 客戶CRM > 進階搜尋 > AIA 保單資料> 推廣活動 > AIA 身心賞大抽獎大抽獎 – 得獎名單*
獎賞派發	• AIA 將於推廣期結束後的 1 個月內發送獎品派發詳情至得獎者的電郵。得獎者在領取獎品時必須已於 AIA 登記有效電郵地址或電話號碼，及須出示領獎電郵及身分證明文件以作核對用途。 • 不論任何原因，得獎者如沒有在指定領獎限期內領取獎賞，其得獎資格將會被取消而不作另行通知或安排。
活動推廣	• 推廣電郵至港澳 Opt-in 合資格參加者 (附錄 2) • iSay 友分享 • AIA+ 手機應用程式通知 • AIA 香港官方網頁
備註	• 推廣生意的競賽牌照號碼: 59664 • 一切有關本活動的活動日期及時間均以 AIA 伺服器接收記錄為準。 • 每位合資格參加者只限參加抽獎一次及有一次抽獎機會；若合資格參加者擁有多於一份有效保單，也只有一次抽獎機會，並只可贏取獎品一次。 • 有關條款及細則，請參閱附錄 1。

其他注意事項：

1. 於邀請參加者進行指定財務分析前，請先確認對方身處你所屬營業牌照的境內。
2. 財務策劃顧問須提醒客戶人壽保險保單屬長期的保險合約，其設計及宗旨為保障人的壽命，通常涉及較長年期。客戶應根據自身的保障需要和保費負擔能力投保適合的保險產品。
3. 財務策劃顧問不應以特別優惠作客戶投保之誘因，及影響客戶作出知情的投保決定。財務策劃顧問必須根據客戶實際需要而建議合適產品。如該產品屬於須要完成財務需要分析之產品，財務策劃顧問必須於進行產品推介或銷售前與客戶完成相關之財務需要分析以評估客戶的需要及承擔能力。客戶須根據自己的需要及承擔能力以決定保費。澳門區財務策劃顧問於進行所有產品推介/銷售前必須與客戶完成相關之財務需要分析。
4. 此推廣活動只能依據香港及澳門財務策劃顧問所屬營業牌照在香港及澳門推廣。所有銷售活動及投保申請必須在香港及澳門境內進行。

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5. 財務策劃顧問必須遵守"為抵港抵澳內地人士銷售保險業務的營運指引"及與抵港抵澳內地人士相關的工作指引。
6. 於接觸保單持有人前，請您必須檢查保單持有人是否已選擇拒收訊息。如是，請勿在獲取客戶明確同意前進行直接促銷(包括促銷推廣活動的優惠)。

推廣期有限，請把握推廣良機！

如有任何疑問，香港之營業主管請於 iEngage 或 PES 上之 Chatbot 進行查詢，而澳門之營業主管請親臨營運服務中心查詢；或電郵至客戶及市場策劃 (Customer and Marketing) AIAHK.CustomerExperience-ECM@aia.com。

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Exclusively for existing customers
Complete "Designated Financial Analysis"
for a chance to win a
Wellness Experience or
Health Check Program



"AIA Wellness Treats Lucky Draw" Program Details:

Campaign Period	1 March 2025 at 10 a.m. to 30 April 2025 at 11:59 p.m.
Eligibility	Existing AIA customers* who fulfil the following conditions can register on the promotion website to participate in the lucky draw of this Campaign ("Lucky Draw") • a policyholder with at least one AIA's in-force individual insurance policy, and • aged 18 or above, and • with valid email address recorded in the latest AIA policy, and • physically present in Hong Kong or Macau when participating in the Lucky Draw *Existing AIA customers are those who hold any valid AIA "Individual Life Insurance" / "Personal Accident (PA)" policy as of 1 Mar, 2025
How to Join	Participants who complete the following two conditions will be eligible to one lucky draw chance.: 1. Register for the lucky draw on the campaign page during campaign period, and 2. Complete a face-to-face "Designated Financial Analysis" in Hong Kong or Macau with a financial planner, technical representatives, brokers or independent financial advisors (IFAs) from AIA or AIA's partnership distribution channel by 5 May 2025, while the email address and phone number filled in the designated financial analysis by Existing Customers must be the same as the email address and phone number registered with AIA. * "Designated Financial Analysis" is referring to the iFHC
Rewards	**<u>160 prizes in total. The winners will receive one of the following prizes randomly:</u>** • AIA Alta Wellness Haven Signature Programme Experience (worth HK$1,600) (80 winners) • MediFast Selected Health Check Program (worth HK$1,910) (80 winners)

"We", "AIA", "AIA Hong Kong", "AIA Macau" or "the Company" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
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Winner List	• Winners will be drawn by computer system randomly on 13 May 2025. The lucky draw results will be published in The Standard and Sing Tao Daily in Hong Kong and on AIA website (aia.com.hk) on 20 May 2025. • Financial Planners could login to iEngage CRM to view the winner list of the Lucky Draw from 20 May 2025 onwards. (Appendix 3) *iEngage > CRM > Advanced Search > AIA Policy Information > AIA Wellness Treats Lucky Draw – Winner List*
Rewards Distribution	• Winners will be notified about the prize redemption arrangement via email within one month after the end of Campaign Period. When collecting the prize, the winner must have valid email address or mobile numbers recorded in AIA, and must present his/her prize notification email and identity document for verification. • The winners will be disqualified without further notice and arrangement in the event of failure to collect the prizes within the specified prize redemption period for whatever reason.
Promotional Channels	• Promotional eDM (Appendix 2) to HK and Macau opt-in Eligible Participants • iSay Article • AIA+ mobile app notification • AIA Hong Kong official website
Remarks	• Trade Promotion Competition Licence Number: 59664 • All dates and times related to this Campaign are subject to the records received by the AIA server. • Each Eligible Participant can only join the Lucky Draw once with one lucky draw chance, even though they have more than one in-force individual insurance policy. • Please refer to appendix 1 for Terms and Conditions.

Other Points to Note:

1. Before inviting participants to conduct designated financial analysis, please confirm that the participant is in the territory where your business license belongs.
2. Financial planners should remind customers that life insurance policies are long-term contracts of insurance, designed and intended to be in force over multiple years of a person's life. Customers should apply suitable insurance products based on their own protection needs and affordability.
3. Financial planners should not use any promotion offer as the incentive for attracting customers to apply for an insurance plan and distract customers from making an informed decision on whether or not to purchase the product. Financial planners must recommend product to customers based on the customer's actual need. If the product concerned requires the completion of Financial Needs Analysis, financial planners must complete such analysis with customers to assess the customers' needs and affordability before product recommendation / solicitation. Customers should decide the premium based on their needs and affordability. Financial planners in Macau must complete Financial Need Analysis with customers before all product recommendation/ solicitation.

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4. This Campaign can only be promoted within Hong Kong and Macau territory by Hong Kong and Macau financial planners according to the agent's relevant license. All solicitation activities and insurance application must be conducted in Hong Kong and Macau territory.
5. Please follow the "Operating Guidelines For Agents On Dealing Insurance Business With Applicants/Policyowner from MCV Business" and MCV related guidelines.
6. Before contacting the policyholder, please check whether the policyholder is on the opt-out list or not. If yes, please do not conduct direct marketing before obtaining explicit consent from customers (including the promotional activities).

Limited-time promotion! Please seize the opportunity!

For enquiries, Hong Kong agency leaders please enquire by using Chatbot in iEngage / PES and Macau agency leaders may visit our Operations Service Center; or email to Customer and Marketing at AIAHK.CustomerExperience-ECM@aia.com.

Best regards,



Kenneth Luk
Head of Customer and Growth Marketing

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附錄1: AIA身心賞大抽獎之條款及細則

1. AIA 身心賞大抽獎由友邦保險（國際）有限公司（根據百慕達法律註冊成立之有限公司，通過其香港分行行事）（「AIAHK」）主辦。推廣日期為 2025 年 3 月 1 日上午 10 時至 2025 年 4 月 30 日下午 11 時 59 分止（「推廣期」），並以香港時間及 AIA 之伺服器接收的時間作準。只要參加本客戶活動，參加者即被視作已閱讀、明白並同意遵守所有條款及細則。
2. 符合以下條件的參加者(「合資格參加者」)，即可在推廣期內於推廣活動之網頁登記以參加是次推廣活動之大抽獎，並同意大抽獎之條款及細則。
   I. 持有最少一份有效 AIA 個人保險保單之現有客戶；及
   II. 年滿 18 歲或以上；及
   III. 已於最新的 AIA 保單中登記有效的電郵地址；及
   IV. 參加大抽獎時必須身處香港或澳門
3. 於 2025 年 5 月 5 日或之前，合資格參加者與 AIA 或 AIA 夥伴銷售渠道之財務顧問、業務代表、保險顧問或理財顧問在香港或澳門以面對面形式完成指定財務分析，即可獲得 1 次抽獎資格。AIA 現有客戶於指定財務分析中填寫的電郵地址及電話號碼必須與於 AIA 登記的電郵地址及電話號碼相同。
4. 每位合資格參加者只限參加抽獎一次及有一次抽獎機會；若合資格參加者擁有多於一份有效保單，也只有一次抽獎機會，並只可贏取獎品一次。
5. 符合抽獎資格並不保證可獲得獎品。
6. 抽獎得獎者合共 160 位，得獎者將隨機獲得以下一項獎品（「獎品」）：
   I. 友邦峻宇養生庭養生體驗（價值 HK$1,600）（80 名）
   II. 快驗保指定健康檢查計劃（價值 HK$1,910）（80 名）
7. 得獎者將於 2025 年 5 月 13 日經由電腦系統隨機抽出。抽獎結果將於 2025 年 5 月 20 日於香港《星島日報》及《英文虎報》及 AIA 網站內（aia.com.hk）公佈。AIAHK 將於推廣期結束後的 1 個月內發送獎品派發詳情至得獎者的電郵。得獎者在領取獎品時必須已於 AIA 登記有效電郵地址或電話號碼，及須出示領獎電郵及身分證明文件以作核實身份及年齡用途。如未能符合得獎資格，其得獎資格將會被取消並會由候補人士依次補上。 不論任何原因，中獎者如沒有在指定領獎限期內領取獎品，其得獎資格將會被取消而不作另行通知。
8. 推廣生意的競賽牌照號碼：59664（只適用於香港地區及抽獎活動）
9. 得獎者須按獎品上之條款及細則提前預約。
10. AIAHK 並非獎品供應商，故不會承擔有關獎品供應和品質的任何責任。由獎品引起的任何爭議均由合資格參加者和供應商直接解決。獎品之使用受限於供應商規定的條款和細則。
11. 電郵通知和其他有關獎品換領信於送予得獎者後若有遺失或損毀，恕不補發。所有獎品不得轉讓、退換、兌換現金或任何其他產品。
12. 如因合資格參加者或得獎者因違反任何本條款及細則或任何非法行為導致 AIA 或第三方損失，有關合資格參加者或得獎者須負上一切責任。
13. 若本抽獎活動因但不限於電腦病毒感染、蠕蟲或木馬程式、伺服器入侵、篡改、未經授權的干預、欺詐、技術故障或任何其他 AIAHK 控制以外的原因，而破壞或影響系統安全性、公平性、誠信及本客戶活動的正常運作，AIAHK 有權取消任何篡改參加程序的參加者的資格，而無須發出事先通知或安排。
14. AIAHK 對本條款及細則擁有絕對解釋權。如有任何爭議，AIAHK 將擁有最終決定權。
15. 私隱政策聲明
    參加者只要參加本推廣活動，即表示同意遵守此條款及細則及「AIA」私隱政策聲明，亦同意接收有關推廣活動的資訊，包括得獎通知。有關「AIA」私隱政策聲明，請參閱 https://www.aia.com.hk/zh-hk/privacy-statement.html 閣下的個人資料包括姓名、身分證/護照號碼及出生日期會被收集及用作於

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參與本推廣活動及其行政用途，包括公佈得獎名單、通知得獎者有關領獎事宜及於領獎時核實身份之用。

16. 如此條款及細則之中文及英文版本存有歧異，以繁體中文版本為準。
17. 本協議受香港法律管轄。香港法院對於任何因本協議所引發的爭議享有獨有的司法管轄權。
18. 「AIA」是指友邦保險（國際）有限公司（於百慕達註冊成立之有限公司）之香港及/或澳門分行。「香港」及「澳門」分別指「香港特別行政區」及「澳門特別行政區」。

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Appendix 1: AIA Wellness Treats Lucky Draw - Terms and Conditions

1. AIA Wellness Treats Lucky Draw ("Promotional Campaign") is organised by AIA International Limited, a company incorporated under the laws of Bermuda with limited liability and acting through its Hong Kong branch ("AIAHK"). The campaign period is valid from 1 March 2025 at 10 a.m. to 30 April 2025 at 11:59 p.m. ("Campaign Period"). It is subject to Hong Kong time and the time received by the AIA's server. By participating in the Promotional Campaign, the participants shall be deemed to have read, understood and agreed to be bound by these Terms and Conditions.
2. Participants who fulfil the following conditions ("Eligible Participant") can register on the campaign page during the campaign period to participate in the lucky draw of this Promotional Campaign ("Lucky Draw") and agree to the Terms and Conditions of the Lucky Draw:
    I. is a policyholder with at least one AIA's in-force individual insurance policy, and
    II. aged 18 or above, and
    III. with valid email address recorded in the latest AIA policy, and
    IV. physically present in Hong Kong or Macau when participating in the Lucky Draw
3. On or before 5 May 2025, Eligible Participant who complete a face-to-face "designated financial analysis" in Hong Kong or Macau with a financial planner, technical representatives, brokers or independent financial advisors (IFAs) from AIA or AIA's partnership distribution channel will be entitled to one lucky draw chance. The email address and phone number filled in the designated financial analysis by Existing Customers must be the same as the email address and phone number registered with AIA.
4. Each Eligible Participant can only join the Lucky Draw once with one lucky draw chance, even though they have more than one in-force individual insurance policy.
5. Eligibility to the Lucky Draw does not guarantee winning of any prize.
6. There are 160 lucky draw winners in total. The winners will receive one of the following prizes randomly ("Prizes") :
    I. AIA Alta Wellness Haven Signature Programme Experience (worth HK$1,600) (80 winners)
    II. MediFast Selected Health Check Program (worth HK$1,910) (80 winners)
7. Winners will be drawn by computer system randomly on 13 May 2025. The lucky draw results will be published in The Standard and Sing Tao Daily in Hong Kong and on AIA website (aia.com.hk) on 20 May 2025. Winners will be notified about the prize redemption arrangement via email within one month after the end of Campaign Period. The winner must have valid email address or mobile numbers recorded in AIA when collecting the prize, and must present his/her prize notification email and identity document for verification of identity and age. If the winners fail to meet the qualifications to win the prizes, their winning eligibility will be cancelled, and prize will be given to the next winner in sequence on the waiting list. The winner will be disqualified without further notice and arrangement if in the event of failure to collect the prizes within the specified prize redemption period for whatever reason.
8. Trade Promotion Competition Licence No.: 59664 (Only applicable to the Hong Kong region and lucky draw activity)
9. Winners must make an appointment in advance according to the terms and conditions of the Prizes.
10. AIAHK is not the supplier of the prizes and shall not be responsible or liable for the availability and quality of the prizes. Any dispute arising from the prizes shall be resolved by the winners and the supplier directly. The prizes are subject to respective terms and conditions as determined by the suppliers, including the arrangements pursuant to the prevailing disease prevention measures.

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11. Email notification or other prize redemption documents issued to the winners will not be re-issued in case of loss or damage. No transfer, exchange, cash redemption or substitution for the Prize is permitted.
12. If the Participants of the Lucky Draw or winners violate any terms of these Terms and Conditions or commit any illegal acts that result in any losses on the part of AIA or any third parties, the relevant participants of the Lucky Draw or winners shall be liable for all the losses.
13. If for any reason this Promotional Campaign is not capable of running as planned, due to infection by computer virus, bugs, worms, trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of AIAHK that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Customer Campaign, AIAHK reserves the right to disqualify any individual(s) who tamper with the entry process without prior notice.
14. AIAHK reserves the right to interpret these Terms and Conditions. For any dispute arising from the Promotional Campaign, AIAHK reserves the right of final decision.
15. Privacy Policy Statement
    Participating in the Promotional Campaign will serve as the participant's consent to accept this Terms and Conditions, AIA Privacy Policy Statement and agreement to receive communications relating to the Promotional Campaign, including winner notifications. For AIA Privacy Policy Statement, please refer to the AIA corporate website https://www.aia.com.hk/en/privacy-statement.html Participants' personal information including name, ID / passport number and date of birth will be collected and used for participating and administering the Promotional Campaign including the announcement of the winners' list, notification of prize redemption arrangements, and identity verification for prize redemption.
16. In the event of discrepancies in the Terms and Conditions between the English and Chinese versions, the Traditional Chinese version shall prevail.
17. These Terms and Conditions are governed by the laws of the Hong Kong Special Administrative Region ("Hong Kong"), the Hong Kong Courts have exclusive jurisdiction if any dispute arises.
18. "AIA" refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability). "Hong Kong" and "Macau" refer to "Hong Kong Special Administrative Region" and "Macao Special Administrative Region" respectively.

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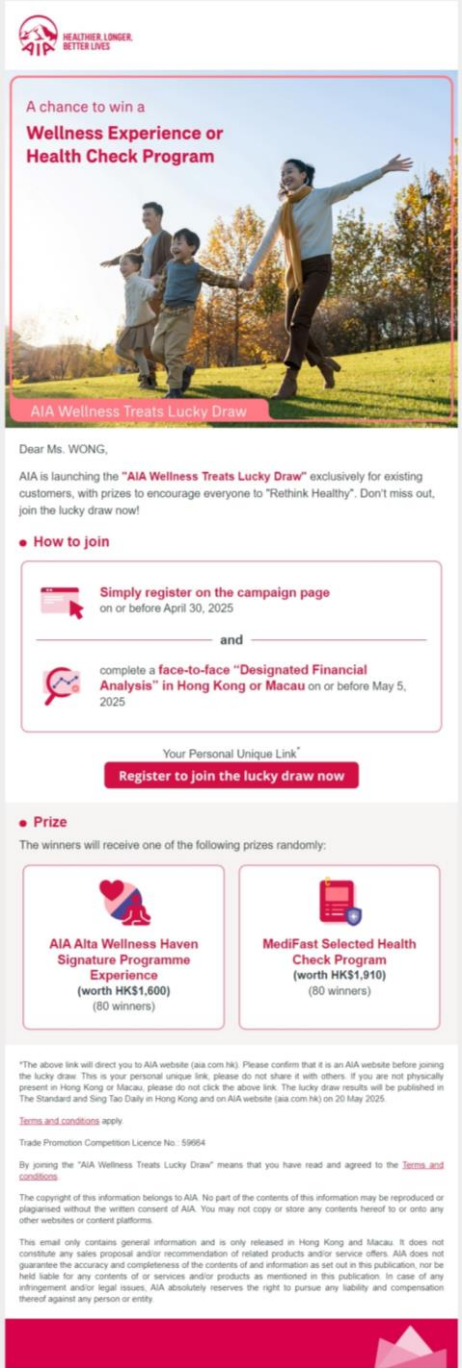
附錄2: 推廣電郵
Appendix 2: Promotional eDM





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附錄3：iEngage 客戶CRM - 得獎名單 (上載日期：2025 年 5 月 20 日)
Appendix 3: iEngage CRM - Winner List (Upload date: 20 May 2025)

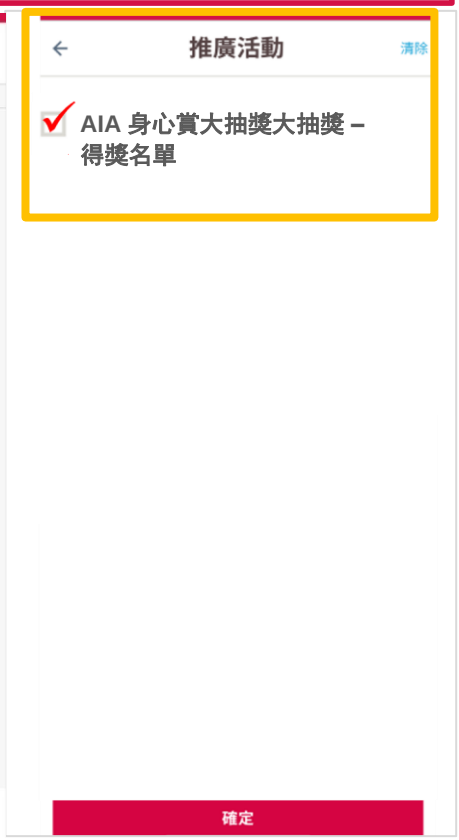
得獎名單將於 2025 年 5 月 20 日起上載至以下專頁
- **iEngage > 客戶 CRM > 進階搜尋 > AIA 保單資料> 推廣活動 > AIA 身心賞大抽獎大抽獎 – 得獎名單**

Winner list will be available on the following portal from 20 May 2025 onwards:
- **iEngage > CRM > Advanced Search > AIA Policy Information > AIA Wellness Treats Lucky Draw – Winner List**

進階搜尋 → AIA 保單資料 → 推廣活動 → AIA 身心賞大抽獎大抽獎 – 得獎名單







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