AIA Hong Kong

Unit 3601, 36/F, AIRSIDE,
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Memo

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

From: AIA Vitality

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

Dept.: Customer & Marketing

Date: 2 January 2026

Total pages: 3 pages

全心為客 堅守使命
BEYOND NUMBER ONE

Subject: A260142 **AIA Vitality 2026年1H競賽及獎賞**
AIA Vitality 2026 1H Contest and Reward

AIA Vitality 喺2025年分別為各位同事及會員帶嚟不同嘅新體驗以及豐富嘅獎賞! 2026年AIA Vitality繼續為大家預備咗一系列嘅競賽及獎賞，財務策劃顧問只需要鼓勵新客戶加入「AIA Vitality 健康程式」，並達到指定目標，您就有機會喺不同競賽獲得指定獎賞！

1) AIA Vitality 2026年度上半年營業挑戰賽 – 「超市狂掃1分鐘!」

2025年嘅超市1分鐘免費掃貨體驗活動再次令我地嘅財務策劃顧問為之瘋狂! 今年我們更加推區域總監組別，只要於競賽期內完成指定目標，即有機會獲邀出席活動！

競賽日期	2026年1月1日至6月30日（包括首尾兩天）
競賽資格	所有財務策劃顧問及營業單位主管（以個人業績計算）及所有區域總監（以區域業績計算）
合資格業務	「AIA Vitality 健康程式」新會籍 或 復效會籍
獲獎資格及獎賞	於競賽期內憑「AIA Vitality 健康程式」新會籍*或復效會籍，獲取相應積分，爭取下列組別之相關排名，將獲邀出席「超市狂掃1分鐘!」活動。 • 每成功繕發 1 個「AIA Vitality 健康程式」新會籍*，每個新會籍可獲 2 分 • 每成功復效 1 個「AIA Vitality 健康程式」會籍，每個復效會籍可獲 1 分 *「AIA Vitality 健康程式」新會籍指客戶從未成為「AIA Vitality 健康程式」會員

財務策劃顧問組別

首10名財務策劃顧問以個人名義取得最高積分，並達到50分或以上，將獲邀出席活動。

營業單位主管組別

以營業單位名義取得最高積分及達到積分要求之營業單位主管，將獲邀出席活動。

營業組別累積最高積分排名	累積積分
首1名區域總監	150分或以上
首名資深經理	120分或以上
首名資深分區經理	100分或以上
首名新晉資深分區經理	80分或以上

區域總監組別

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	根據**區域組別人數**達到積分要求及指定排名的**區域總監**，將獲邀出席活動。

區域組別	區域總監排名	累積積分
80人以上	首 2 名區域總監	300分或以上
40 – 79人	首 2 名區域總監	250分或以上
10 – 39人	首 2 名區域總監	150分或以上

2) 2026每季ACTIVE賞

為鼓勵財務策劃顧問keep住每季active，推介「AIA Vitality 健康程式」予新客戶，只要每季完成指定目標均可參加抽獎，有機會獲得超過HK$8000之禮品或主題樂園入場門票！

競賽日期	第一階段: 2026年1月1日至3月31日（包括首尾兩天） 第二階段: 2026年4月1日至6月30日（包括首尾兩天）
競賽資格	所有財務策劃顧問及營業單位主管（以個人業績計算）
競賽目標	於競賽期內成功繕發**4個「AIA Vitality 健康程式」新會籍***
獎賞	每位財務策劃顧問可獲得1次抽獎機會 (最少獲得HK$100購物禮券)

3) AIA Vitality 2026新入職財務策劃顧問獎賞

為令一眾新晉財務策劃顧問及營業單位主管對「AIA Vitality 健康程式」有更深層嘅認識及體驗，於2026年度入職的財務策劃顧及營業單位主管只需成為AIA Vitality Agent會員，並完成指定任務，**即可獲星巴克禮券10張**，詳情如下:

競賽日期	2026年1月1日至12月31日（包括首尾兩天）
競賽資格	所有於2026年度入職之香港及澳門財務策劃顧問及營業單位主管
指定任務	• 加入「AIA Vitality 健康程式」成為會員 (營業員版本) (詳情請參閱附件一) • 完成「AIA Vitality 健康程式」code 86 內部牌照評測
獎賞	**星巴克面值HK$25禮券10張(價值港幣250元)**

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4) AIA Vitality 2026營業單位主管挑戰賽

為推動營業單位主管鼓勵其下財務策劃顧問向客戶推廣「AIA Vitality 健康程式」，營業單位主管只需達到指定目標，就有機會於年終獲得**現金獎賞HK$10,000**！競賽詳情如下：

競賽日期	2026年1月1日至12月31日（包括首尾兩天）
競賽資格	指定組別之香港及澳門營業單位主管
合資格業務	「AIA Vitality 健康程式」新會籍*
獲獎資格及獎賞	於競賽期內，指定營業單位主管憑其直屬營業單位完成最多「AIA Vitality 健康程式」新會籍*，並達到下列組別之最低要求，首3名之營業單位主管每位將獲HK$10,000現金獎賞。 *「AIA Vitality 健康程式」新會籍指客戶從未成為「AIA Vitality 健康程式」會員

指定營業單位主管組別	最低要求
區域經理/資深區域經理/高級資深區域經理	達到最少 120 個「AIA Vitality 健康程式」新會籍
資深分區經理	達到最少 100 個「AIA Vitality 健康程式」新會籍
新晉資深分區經理	達到最少 80 個「AIA Vitality 健康程式」新會籍

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In 2025, AIA Vitality brought exciting new experiences and generous rewards to our colleagues and members! In 2026, AIA Vitality will continue to offer a series of competitions and rewards. Financial Planner simply need to encourage new customers to join the AIA Vitality and achieve the designated targets for a chance to win exclusive prizes in various competitions!

1) AIA Vitality 2026 1H Sales Challenge – "Market Madness: 1-minute Shopping Spree!"

The 2025 1-Minute Free Shopping Experience is driving our Financial Planner crazy again! This year, we've added a District Director category, by completing the designated targets during the competition period for a chance to be invited to the event!

Contest Period	1 January – 30 June 2026 (both dates inclusive)
Eligibility	All Financial Planners & Agency Leaders (by personal production) and All District Director (by district production)
Qualifying Business	AIA Vitality New Membership & AIA Vitality Reactive Membership
Qualifying Criteria & Reward	Accumulating enough points in the following categories, by generating AIA Vitality New Membership* or Reactive Membership to achieve designated target, Financial Planner, Agency Leader and District Director will be invited to the "Market Madness: 1-minute Shopping Spree!" event. Financial Planner or Agency Leader produces below within the contest period will get designated point: • Reward 2 Points for each successfully issued AIA Vitality New Membership • Reward 1 Point for each successfully issued AIA Vitality Reactive Membership * New AIA Vitality membership refers to any customer who has not been the member of AIA Vitality in the past.
	Financial Planner Level
	Top 10 Producers who achieved the highest Points individually with a minimum of 50 Points, will be invited to the event.
	Agency Leader Level
	Agency leaders who fulfil below requirement and achieved the highest Points by agency level, will be invited to the event.

Rank	Accumulate Points
Top 1 District Directors	150 Points or above
Top 1 Senior Managers	120 Points or above
Top 1 Senior Unit Manager	100 Points or above
Top 1 New Senior Unit Manager	80 Points or above

	District Director Level
	District meet the below requirement and achieve the designated ranking; District Director will be invited to attend the event.

District Category	Rank	Accumulate Points
With over 80 Manpower	Top 2 District Directors	300 Points or above
With over 40 – 79 Manpower	Top 2 District Directors	250 Points or above
With 10 - 39 Manpower	Top 2 District Directors	150 Points or above

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2) 2026 Quarterly ACTIVE Challenge

To encourage Financial Planners to stay active in every quarter and keep promoting AIA Vitality to new clients, you can participate in the lucky draw, and you could win prizes worth over HK$8,000 or theme park admission tickets by completing designated target!

Contest Period	1st Round: 1 January – 31 March 2026 (both dates inclusive) 2nd Round: 1 April – 30 June 2026 (both dates inclusive)
Eligibility	All Financial Planners/ Agency Leaders by personal production
Challenge Target	Producer who produced at least 4 new Vitality memberships* will entitle to the quarterly lucky draw
Award	Each financial planner will receive 1 lucky draw chance (Minimum reward: HK$100 shopping gift voucher)

3) AIA Vitality 2026 New Agent Reward

In order to give our new Financial Planner a better understanding and experience of AIA Vitality, if you joined AIA as a Financial planner or agency leader in year 2026 and completed the designated task, you will reward 10 Starbucks Coupon! Campaign details as below:

Contest Period:	1 January 2026 – 31 December 2026 (Both dates inclusive)
Eligibility	Hong Kong & Macau Agency Leader and Financial Planner who join AIA in year 2026
Designated tasks	• Join AIA Vitality membership (Agent version) (Details please refer to Appendix I) • Completed internal license test - AIA Vitality code 86
Prize	Starbucks coupon valued HK$25 x 10 (valued HK$250)

4) AIA Vitality 2026 Agency Leader Challenge

To encourage Agency Leader to motivate their Financial Planner to continue promoting AIA Vitality, we will offer HK$10,000 cash prize to the Agency Leader who achieve designated requirement. Campaign details as below:

Contest Period:	1 January 2026 – 31 December 2026 (Both dates inclusive)
Eligibility	Designated Group of Hong Kong & Macau Agency Leader
Qualifying Business	New AIA Vitality Membership*
Qualifying Criteria	Top 3 Agency Leaders will receive a cash reward of HK$10,000 each, by the highest production of new AIA Vitality Membership* with their direct agency and meet the minimum requirements of the following categories during the campaign period. *New AIA Vitality membership refers to any customer who has not been the member of AIA Vitality in the past.

Agency Leader Grouping	Minimum requirement
Branch Manager/ District Manager/ Senior District Manager	minimum of 120 new AIA Vitality memberships
Senior Unit Manager	minimum of 100 new AIA Vitality memberships
New Senior Unit Manager	minimum of 80 new AIA Vitality memberships

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AIA Vitality 2026 年度上半年營業挑戰賽 – 「超市狂掃 1 分鐘!」條款及細則：

1. 競賽日期為 2026 年 1 月 1 日至 6 月 30 日 (包括首尾兩天)。
2. 此競賽適用於所有 AIA 財務策劃顧問、營業單位主管及區域總監。
3. 「AIA Vitality 健康程式」新會籍指客戶從未成為「AIA Vitality 健康程式」會員。
4. 「AIA Vitality 健康程式」新會籍必須於上述競賽期內繕發。
5. 每名財務策劃顧問或營業單位主管或所有區域總監只可獲得一個「超市狂掃 1 分鐘!」活動之席位。若得獎者在財務策劃顧問或營業單位主管或區域總監組別分別獲取排名，將以最高獎項為先；而該得獎者所獲的其他獎項將由符合該獎項類別的下一位合資格者後補獲取。
6. 「超市狂掃 1 分鐘!」(「活動日」) 舉辦日期將於稍後公佈。如得獎者未能於活動日出席，他/她可授權同一區域之財務策劃顧問或營業單位主管或區域總監代為出席。

2026每季ACTIVE賞條款及細則：

1. 競賽日期為 2026 年 1 月 1 日至 6 月 30 日 (包括首尾兩天)。
2. 此競賽適用於所有 AIA 財務策劃顧問及營業單位主管。
3. 「AIA Vitality 健康程式」新會籍指客戶從未成為「AIA Vitality 健康程式」會員。
4. 「AIA Vitality 健康程式」新會籍必須於上述競賽期內繕發。
5. 每位財務策劃顧問 / 營業單位主管於「每季 ACTIVE 賞」競賽內之每個階段只可獲一次抽獎機會。

AIA Vitality 2026新入職財務策劃顧問獎賞條款及細則：

1. 競賽日期為 2026 年 1 月 1 日至 12 月 31 日 (包括首尾兩天)。
2. 此競賽適用於所有於 2026 年度入職之財務策劃顧問及營業單位主管。

AIA Vitality 2026營業單位主管挑戰賽條款及細則：

1. 競賽日期為 2026 年 1 月 1 日至 12 月 31 日 (包括首尾兩天)。
2. 此競賽適用於指定 AIA 營業單位主管。
3. 「AIA Vitality 健康程式」新會籍指客戶從未成為「AIA Vitality 健康程式」會員。
4. 「AIA Vitality 健康程式」新會籍必須於上述競賽期內繕發。

一般條款及細則 (適合以上之競賽及獎賞)：

1. 若兩位財務策劃顧問 / 營業單位主管共同成功繕發同一個會籍，將平均計算予各人(即 0.5 個)。若會籍數目總數為點數，數目將下調為整數計算。
2. 競賽僅計算 AIA Vitality 系列保險計劃下之「AIA Vitality 健康程式」新會籍。 AIA Vitality 新企業會籍並不計算於競賽內。
3. 得獎通知會於 iEngage 及「AIA Vitality 健康程式」專頁公佈，未獲獎者恕不另行通知。
4. 有關競賽結果將不接受上訴申請。
5. 所有得獎者必須於獎品發放時仍與 AIA 持有有效的財務策劃顧問合約。
6. 獎品不可轉售、退款及退換，以及兌換現金或換取任何其他產品。
7. 一切有關此競賽的數據均以 AIA 記錄為準。
8. 除非特別指明，否則本條款及細則內所指日期及時間為香港時區。
9. 符合上述競賽條件的參加者即可參加活動，並代表參加者同意本條款及細則。
10. AIA 保留隨時修改本條款及細則或獎品之權利 (例如獎品有機會以現金形式發放)，恕不另行通知。
11. AIA 對本條款及細則擁有絕對解釋權。如有任何爭議，AIA 將擁有最終決定權。
12. 本條款及細則應受中華人民共和國香港特別行政區法律規管。

AIA Vitality 2026 1H Sales Challenge – "Market Madness: 1-minute Shopping Spree!"

1. The contest period is 1 January – 30 June 2026 (both dates inclusive).
2. All AIA Financial Planners, Agency Leaders and District Director are eligible to the challenge.
3. New AIA Vitality membership refers any customer who has not been the member of AIA Vitality.
4. New AIA Vitality membership must be produced within the above contest period.

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5. Each Financial Planner, Agency Leader and District Director will only entitle 1 seat for the Shopping. If the awardee is ranked in both Financial Planner, Agency Leader and District Director categories, he or she will gain the Shopping Spare seat from the highest award category; the other award(s) of such awardee will them be granted to the next eligible awardee(s) in the respective category.
6. The "Market Madness: 1-minute Shopping Spree! " (the "Event Day") will be announced later. Awardees who cannot join the Event Day, can authorize a Financial Planner or Agency Leader or District Director from the same district to join the event on his/her behalf.

2026 Quarterly ACTIVE Challenge

1. The contest period is 1 January – 30 June 2026 (both dates inclusive).
2. All AIA Financial Planners and Agency Leaders are eligible to the challenge.
3. New AIA Vitality membership refers any customer who has not been the member of AIA Vitality.
4. New AIA Vitality membership must be produced within the above contest period.
5. Each financial planner / agency leader can only entitle one lucky draw chance at each contest period of the "Quarterly ACTIVE Challenge" campaign.

AIA Vitality 2026 New Agent Reward Terms & Conditions:

1. The contest period is 1 January – 31 December 2026 (both dates inclusive).
2. Designated Hong Kong & Macau Agency Leader or Financial Planner who joined AIA in year 2026 are eligible to the reward.

AIA Vitality 2026 Agency Leader Challenge Terms & Conditions:

1. The contest period is 1 January – 31 December 2026 (both dates inclusive).
2. Designated AIA Agency Leaders are eligible to the challenge.
3. New AIA Vitality membership refers any customer who has not been the member of AIA Vitality.
4. New AIA Vitality membership must be produced within the above contest period.

General Terms & Conditions (Applicable to the above contest & reward):

1. Joint case will be counted as 0.5 for each production Financial Planner. Total no. of new AIA Vitality membership produced will be counted rounding down into an integer after the contest month ends.
2. Only new AIA Vitality membership under the AIA Vitality Series Insurance Plan will be counted. Corporate Vitality membership is excluded from the contest.
3. Awardees list will be uploaded on AIA Vitality Corner and iEngage, while there will not be any notification to unsuccessful participants.
4. No appeals will be accepted regarding the results of the challenge.
5. All qualifiers have to hold a valid Financial Planner contract with AIA during the prize collection.
6. Prizes are not for resell, non-refundable or non-exchangeable for cash or other products.
7. All data related to the challenge are subject to AIA records.
8. Unless specify, all the time and date listed in the terms & conditions are referring to Hong Kong time zone.
9. Participants who meet the conditions of the above challenge can enter the challenge and agree to the terms and conditions.
10. AIA reserves the right to amend the Terms and Conditions and the prizes without prior notice (for example, awards may be distributed in cash-in-lieu).
11. AIA has the absolute right to interpret these Terms and Conditions. In the event of any disputes, AIA's decision shall be final and conclusive.
12. These Terms and Conditions shall be governed by the laws of the Hong Kong Special Administrative Region of the People's Republic of China.

如有任何查詢，請致電「AIA Vitality健康程式」熱線2232 8282（香港）/ 0800 315（澳門）或電郵至 hk.vitality@aia.com。感謝您對「AIA Vitality 健康程式」的支持。

For enquiries, please call the AIA Vitality hotline at 2232 8282 (Hong Kong) / 0800 315 (Macau) or email us at hk.vitality@aia.com. Thank you for supporting AIA Vitality.

Best regards,

Angela Yeung
Head of Digital & Design Experience
Customer & Marketing

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