AIA Hong Kong

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Hong Kong
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Memo

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong only)	**From:**	Rita Wong
		Dept:	Customer and Marketing
Copy:	Ms. Melissa Wong All Department Heads ABDD Executives	**Total pages:**	10
Date:	25 February 2026		

Subject: A260230 **《歲月「友」情》特選長期客戶獎賞活動**

Loyalty Delight for Selected Long Tenure Customers



《歲月「友」情》長期客戶獎賞活動
向特選長期客戶送出「香港迪士尼樂園門票」

活動目標	• 答謝客戶的長期信任與支持，增加他們對 AIA 的投入度及推薦度 • 為財務策劃顧問提供機會與客戶建立聯繫
推廣期	由 2026 年 2 月 27 日中午 12 時至 2026 年 3 月 3 日下午 6 時止
參加資格	在友邦香港持有個人保險保單十年或以上 **及** 曾經被重新分配新的 AIA 財務策劃顧問的特選客戶
推廣詳情	特選客戶在收到獎賞活動的推廣電郵後，必須在推廣期內進入電郵，按「立即參加」並成功提交; 及

「我們」、「AIA」、「友邦」或「友邦香港」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）。
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	於推廣期完結前已下載 AIA+ 手機應用程式並已連結至少一份 AIA 個人保險保單
禮品	香港迪士尼樂園 1 日標準門票 2 張，總值港幣 1,338 元正 (門票有效期為 2026 年 3 月 1 至 31 日) 名額 1,000 名 (先到先得，額滿即止)
禮品派發	得獎名單於 2026 年 3 月 6 日在 AIA 網站內公佈。AIA 將於得獎名單公布後 3 個工作天內以電郵方式通知得獎者有關禮品派發事宜。 於禮品發放時，得獎者必須持有最少一份有效的 AIA 個人保險保單，否則得獎者或將被取消。
推廣渠道	推廣電郵將於 2026 年 2 月 25 日開始發送至特選長期客戶
備註	一切有關本推廣的活動日期及時間均以 AIA 伺服器之記錄及香港時間為準。 AIA 特選客戶只適用於收到推廣電郵之客戶，並符合以下所有條件的人士方可參加本推廣活動: • 於登記參加活動時已年滿 18 歲的香港本地居民； • 持有最少一份有效的 AIA 個人保險保單； • 於推廣期完結前為 AIA+ 手機應用程式用戶並已連結至少一份 AIA 個人保險保單到其 AIA+ 手機應用程式；及 • 每個電郵地址只可用作登記參加抽獎一次，重複的登記將會作廢。 有關條款及細則詳情，請參閱附錄 1。

如有任何查詢，請電郵至 aiahk.customer.insights@aia.com。

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Loyalty Delight for Selected Long Tenure Customers

Free Hong Kong Disneyland Park admission tickets

Campaign Objectives	• To express our gratitude for customers' long-term trust and support and to increase their engagement and recommendation towards AIA • To provide financial planners with opportunities to engage with customers
Campaign Period	27 February 2026 12 noon to 3 March 2026 at 6 p.m.
Eligibility	Selected customers who hold any AIA Hong Kong individual insurance policy for 10 years or more AND have been reassigned to another AIA financial planner before
Campaign Details	Selected customers who received the promotional email of the Reward Campaign need to click "Join Now" in the email, and submit their entry within the Campaign Period successfully AND have registered for AIA+ mobile app with at least one valid individual insurance policy linked before the end of Campaign Period
Gift	Two 1-day park General Admission Tickets for admission to Hong Kong Disneyland, valued at HK$1,338 in total (The tickets are valid for admission from 1 to 31 March 2026) Quota: 1,000 (available on first-come, first-entitled basis while stocks last)
Gift Distribution	The winner list will be published on AIA's website (aia.com.hk) on 6 March 2026. Winners will be notified about the gift redemption arrangement via email within 3 working days after the announcement regarding prize redemption arrangements.

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	At the time of gift issuance, winners must hold at least one in-force AIA individual insurance policy, otherwise, they may be disqualified.
Promotion Channels	Promotional emails will be sent to selected customers from 25 February 2026
Remarks	All dates and times related to this campaign are based on AIA server records and Hong Kong time. The campaign is only applicable to the selected customers, who received the promotional email and must meet all of the following conditions to qualify for this campaign: • Must be Hong Kong residents aged 18 or above at the time of registration for the Campaign; • Hold at least one valid AIA individual insurance policy; • Must be AIA+ mobile app user with at least one valid individual insurance policy linked to his/ her AIA+ mobile app before the end of Campaign Period; AND • Each email address can only be used once for the Campaign. Any repeated submission will be invalid. Please refer to Appendix 1 for full terms and conditions.

Should you have any queries, please email to aiahk.customer.insights@aia.com。

Best regards,



Rita Wong

Head of Customer Centricity & Brand Marketing

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附錄 1:《歲月「友」情》特選長期客戶獎賞活動 條款及細則

1. **《歲月「友」情》特選長期客戶獎賞活動**(「獎賞活動」)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)(「AIA」) 主辦。獎賞活動日期為 2026 年 2 月 27 日中午 12 時至 2026 年 3 月 3 日下午 6 時止(香港時間) (「活動期間」),所有報名均以香港時間及 AIA 之伺服器接收的時間作準。只要參加本獎賞活動,參加者即被視作已閱讀、明白並同意遵守所有條款及細則 (「條款及細則」)。

2. AIA 特選客戶只適用於收到此推廣電郵之客戶,並必須滿足以下所列出的所有條件方合乎資格參加此獎賞活動:

    - 參加者現持有最少一份有效的 AIA 個人保險保單並已持有達 10 年或以上 (即於 2016 年 3 月 3 日或之前發出的任何 AIA 個人保單) ;
    - 參加者曾經被重新分配新的 AIA 財務策劃顧問;
    - 參加者必須為 AIA+ 手機應用程式用戶及已連結至少一份 AIA 個人保險保單到其 AIA+ 手機應用程式;
    - 參加者在收到獎賞活動的推廣電郵後,必須在活動期間進入電郵內點擊「立即參加」並成功提交;
    - 參加者於登記參加獎賞活動時已年滿 18 歲並須身處香港。

3. 每個合資格參加者的電郵地址只限參加活動及得獎最多 1 次。

4. AIA 之僱員及財務策劃顧問可參加本獎賞活動,處理方法無異於其他參加者。

5. 本獎賞活動為期 5 天,獎賞名額為 1,000 個。活動期間,首 1,000 名合資格參加者,每人可獲得香港迪士尼樂園 1 日標準門票兩(2)張 (「獎品」),總值港幣 1,338 元正。門票有效期為 2026 年 3 月 1 日至 2026 年 3 月 31 日。憑獎品可於一日標準門票指定級別(或指定級別以下)適用日子入園。詳情請於官方網頁 (www.hongkongdisneyland.com) 查看,以上一日標準門票之適用日子。獎品先到先得,送完即止,AIA 並不作另行通知。

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6. 香港國際主題樂園有限公司（「HKITP」）及其母公司、關聯公司及子公司均不對此獎賞活動的宣傳、管理或執行負責。在適用法律允許的範圍內，HKITP 及其母公司、關聯公司及子公司毋須對獎賞活動方面負上任何責任，包括但不限於虛假商品說明、失實陳述、誤導、遺漏、未獲授權的陳述、不良營商手法或誘導。

7. 獎品由香港國際主題樂園有限公司（「HKITP」）提供。AIA 並非獎品之供應商，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得獎者和 HKITP 直接解決。

8. 所有獎品不得兌換成現金、積分或任何其他產品，以及不可出售、退款或轉讓。

9. 所有獎品受本條款及細則以及適用於香港國際主題樂園有限公司（「HKITP」）的所有其他條款及細則約束。

10. 未能完成上述所有步驟及 / 或不符合上述要求的參加者將被取消參加此獎賞活動資格。AIA 將於 2026 年 3 月 6 日起陸續以電郵方式向得獎者發送得獎通知，得獎者收到通知後需按指示換領獎品。不論任何原因，得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。

11. 若合資格參加者的資料有錯漏及/或不正確而影響電郵得獎通知，AIA 概不補發。

12. 如因參加者或得獎者因違規或非法行為導致 AIA 或第三方損失或損害，有關參加者或得獎者須負上一切責任。

13. 若本獎賞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主辦單位控制以外的原因，而破壞或影響系統安全性、公平性、誠信及本獎賞活動的正常運作，AIA 有權取消任何篡改參加程序的參加者的資格，和做出合適的行動而無須發出事先通知。

14. 電郵通知於送出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。

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15. 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。

16. 個人資料收集聲明

    參加者只要參加本獎賞活動，即表示同意遵守以上所有條款及細則及 AIA 個人資料收集聲明，亦同意接收有關本獎賞活動資訊，包括得獎通知。有關 AIA 個人資料收集聲明，請參閱 https://www.aia.com.hk/zh-hk/privacy-statement.html。AIA 特此通知參加者的個人資料，會被收集並用作本獎賞活動的行政用途包括、放進本獎賞活動的參加名單、聯絡得獎者、及於得獎者領獎時核實身份之用。

17. 如此條款及細則之中文及英文版本存有歧異，以英文版本為準。

18. 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。

19. 「香港」指「香港特別行政區」。

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Appendix 1: Loyalty Delight for Selected Long Tenure Customers TERMS AND CONDITIONS

1. This "Loyalty Delight Selected Long Tenure Customer Reward Campaign" ("Reward 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 ("AIA"). The campaign period is valid from 27 February 2026 at 12:00 noon to 3 March 2026 at 06:00 p.m. (Hong Kong Time) (Hong Kong Time) ("Campaign Period"). All submissions are subject to Hong Kong time and the timestamp recorded by AIA's server. By participating in the Reward campaign, participants are deemed to have read, understood and agreed to be bound by these terms and conditions (the "Terms and Conditions").

2. The Reward Campaign is only applicated to the AIA selected customers, who received the promotional email and must meet all of the following conditions as set out below:

    - Participants must hold at least one AIA individual insurance policies for 10 years or longer (i.e. any AIA individual insurance policy issued on or before 3 March 2016);
    - Participants must have been reassigned to another AIA financial planner before;
    - Participants must be AIA+ mobile app user with at least one valid individual insurance policy linked to his/ her AIA+ mobile app;
    - Participants who received the promotional email of the Reward Campaign need to click "Join Now" in the email, and submit their entry within the Campaign Period successfully;
    - Participants must be aged 18 or above and must be physically present in Hong Kong at the time of registration for the Reward Campaign.

3. Each participant and email address who meets the conditions above will be entitled to one (1) entry into the Reward Campaign.

4. Employees and financial planners of AIA can participate in this Reward Campaign with equal treatments with other participants.

5. The Campaign Period shall run for 5 days with a quota of 1,000 participants on a first-come, first-served basis. During the Campaign Period, first 1,000 participants will receive two (2) 1-day park General Admission Tickets for admission to Hong Kong Disneyland, valued at HK$1,338 in total ("Prize"). The Prizes are valid for Park admission from 1 March 2026 to 31 March 2026 in the designated tier (or any lower tier) specified in the 1-Day Ticket Calendar available at

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www.hongkongdisneyland.com during the said period. The Prize will be distributed on a first-come, first-served basis while supplies last. AIA shall not provide further notice once the quota of Prize has been redeemed.

6. Hongkong International Theme Parks Limited ("HKITP") and its parent companies, affiliates and subsidiaries are not responsible for the promotion, administration or execution of the Reward Campaign. To the extent permitted by applicable laws, HKITP and its parent companies, affiliates and subsidiaries shall have no liability relating to any aspect of the Reward Campaign including, without limitation, any false trade description, misrepresentation, mis-statement, omission, unauthorized representation, unfair trade practices or conduct in connection with the Reward Campaign.

7. The Prize is supplied by HKITP. AIA is not the supplier of the Prize and shall not be responsible for any liabilities related to the availability and quality of the Prize. Any disputes or claims arising from the Prize shall be resolved by the Prize winner and HKITP directly.

8. The Prize cannot be exchanged for cash, credit or other items, and cannot be sold, refunded or transferred.

9. The Prize is subject to these terms and conditions and all other applicable terms and conditions imposed by HKITP.

10. Participants who fail to meet all of the conditions set out in these terms and conditions will not qualify for the Reward Campaign. Winners of the Prize will be notified about the Prize collection arrangement via email starting on 6 March 2026. Failure to collect the Prize within the collection period specified in the email notification for whatever reason will result in forfeiture of the Prize without further notice.

11. Should there be any failure or mis-delivery of email notification resulted from inaccurate and/or incorrect information the email notification will not be re-issued.

12. Participants or prize winners who violate any rules or commit any illegal acts resulting in losses or damages to AIA or any third parties will be held liable for all such losses and damages.

13. If for any reason the Reward Campaign cannot proceed 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 AIA that corrupt or affect the

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administration, security, fairness, integrity, or proper conduct of the Reward Campaign, AIA reserves the right, at its sole discretion, to disqualify any participant or tampering entries and take appropriate action without prior notice.

14. Email notification or other Prize redemption documents issued to the Prize winners will not be re-issued in case of loss or damage. No transfer, exchange, cash redemption or substitution of the Prize is permitted.

15. AIA reserves the right to interpret these terms and conditions. For any dispute arising from the Reward Campaign, AIA's decision shall be final and binding.

16. Personal Information Collection Statement
    Participation in the Reward Campaign constitutes the participant's consent to these terms and conditions, AIA's Personal Information Collection Statement. Participants agree to receive communications related to the Reward Campaign, including winner notifications. For AIA's Personal Information Collection Statement, please refer to the AIA corporate website https://www.aia.com.hk/en/privacy-statement.html. AIA hereby notifies the participants that their personal information will be collected and used for the administration of the Reward Campaign. This includes processing entries into the Reward Campaign, contacting participants in relation to winner notification, as well as identity verification of the winner during Prize redemption.

17. In the event of discrepancies in these terms and conditions between the English and Chinese versions, the English version shall prevail.

18. These terms and conditions are governed by and construed with the laws of Hong Kong and the Hong Kong courts have exclusive jurisdiction if any dispute arises.

19. "Hong Kong" refers to the Hong Kong Special Administrative Region.

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