AIA Hong Kong

Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

Memo

Attn.: All EDD & Honorable Advisors / EDDs / PSDDs/ SDDs / DDs (Hong Kong and Macau)

From: Angela Yeung

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

Dept.: Customer & Marketing

Date: 11 Jun 2026

Total pages: 8 pages

全心為客 堅守使命 BEYOND NUMBER ONE

Subject: A260625 **AIA+ 功能升級、活動及內容更新速遞**

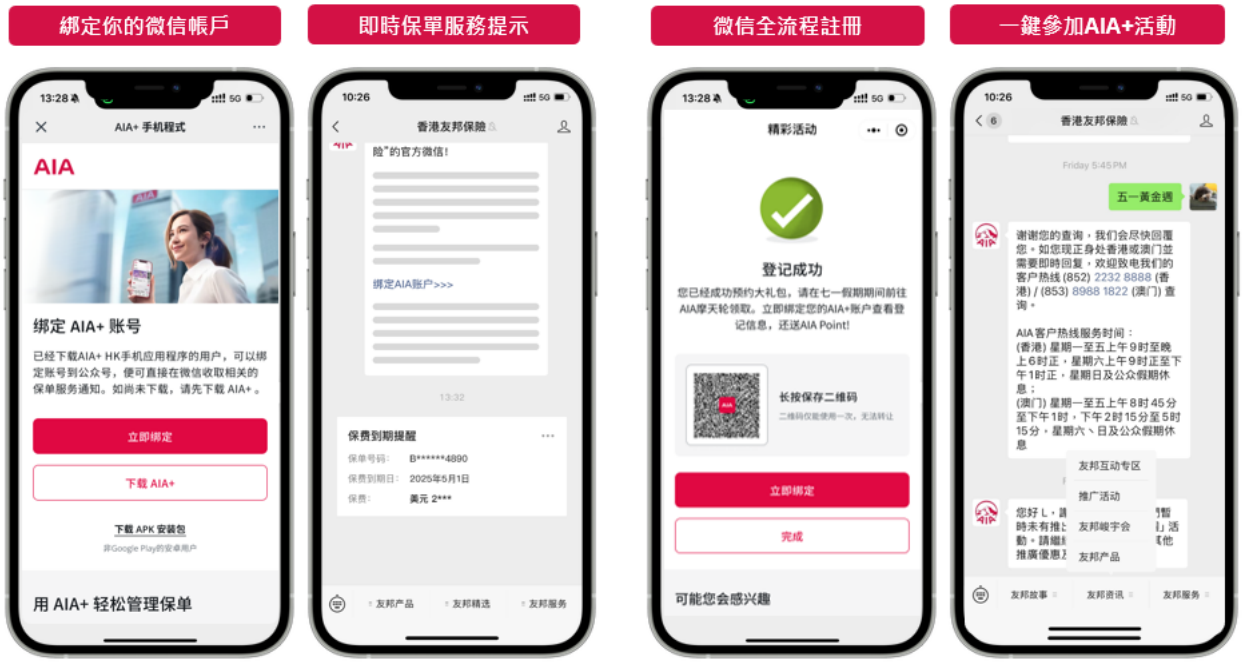
AIA+ Updates | Features, Campaigns & Content Highlights

為進一步提升客戶數碼體驗及支援代理銷售推動，AIA+ 持續推出多項功能優化、推廣活動及內容更新，助您更有效服務客戶及提升互動。

一、AIA+ 功能升級與優化

1.1 WeChat 整合 | 連繫更緊密

- 客戶在AIA+手機應用程式上綁定微信帳戶後可透過微信直接接收重要保單服務通知（如保費到期），與我們保持緊密聯繫，協助您更有效管理保單事宜。
- 客戶亦可透過微信輕鬆登記 AIA+ 活動。完成登記後，系統將自動觸發相關程序，並通知負責的理財顧問。



"We", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
「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）。

只供 AIA 內部使用
For AIA Internal Use Only

[AIA – INTERNAL]

AIA Hong Kong

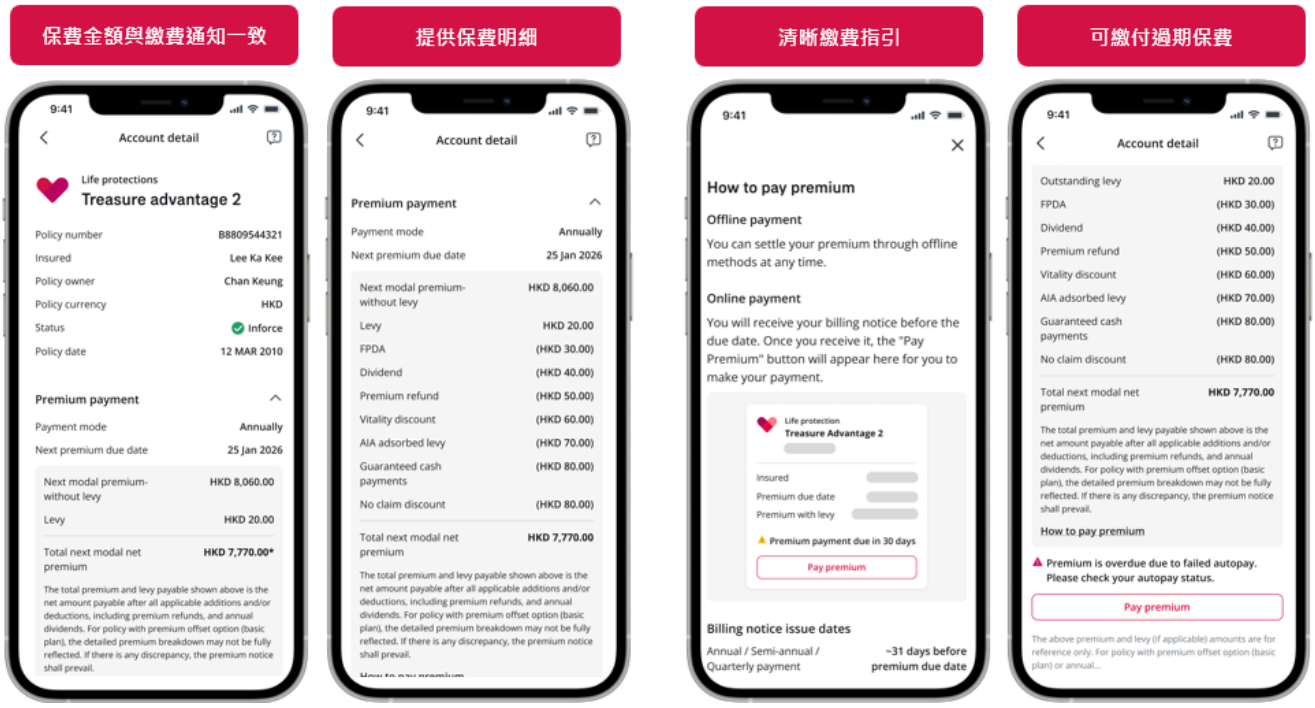
Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

Memo

1.2 保費繳付功能升級 繳費更安心

- 應繳保費金額現已與繳費通知一致顯示，並提供清晰的保費明細及付款指示，讓繳費安排更清楚方便。
- 客戶亦可透過應用程式繳付已逾期保費，進一步提升使用便利性。



1.3「尋找/預約醫生」功能升級

- 清楚顯示醫生專業資格及可入院醫院 協助客戶作出更明確的醫療決策
- SelectWise 及部分客戶可選擇預約內地及澳門醫生

1.4 SMS 優化（+86 號碼）

- +86 用戶改為透過 AIA+ 推送/ 電郵通知 以提升訊息送達率及穩定性

1.5 Hot Picks 內容優化

- 優化圖片及影片尺寸表現 以提升內容展示效果及用戶體驗

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，包括優化MPF 交易記錄及MPF賬戶收益 / 虧損的資訊顯示、新增新來港定居人士內容專區以提供實用資訊，以及支援代理直接由Smart+將 iSay 文章分享至客戶的 AIA+帳戶，以加強代理與客戶之間的互動與連繫。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。

"We", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
「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）。

[AIA – INTERNAL]

AIA Hong Kong

Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

Memo

二、AIA+ 活動及積分獎賞

2.1 AIA+ 每月登入

每月登入可獲 500 AIA友Point，連續 3 個月最高 1,500 AIA友Point

- 只適用於全新客戶或首次連結之個人保單賬戶 (2026年7月31日截止)

2.2 MPF 風險評估

完成即可獲 500 AIA友Point

- 只適用於AIA+香港用戶 (2026年7月31日截止)

請鼓勵客戶善用以上精彩任務，透過互動賺取積分，同時加強與客戶的聯繫及 AIA+ 體驗。

請參閱以下指南，立即展開您的AIA友Point旅程。



"We", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
「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）。

只供 AIA 內部使用
For AIA Internal Use Only

[AIA – INTERNAL]

AIA Hong Kong

Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

Memo

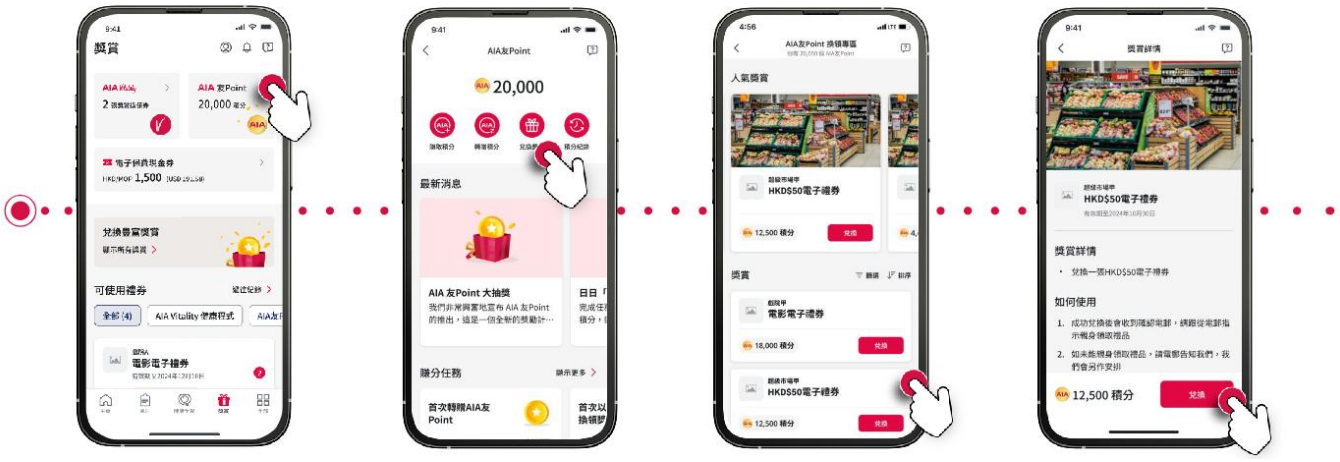
/兌換或使用AIA友 Point的獎賞

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」



三、AIA+ 最新精選內容及資訊

豐富內容助您提供更多價值及銷售切入點，建議代理瀏覽 AIA+ 內容，並主動向客戶分享，增加接觸點及銷售機會。

本月最新內容:

3.1 AIA MPF 業界唯一獲雙重認可「最佳強積金受託人」

3.2 簡單兩步 轉移強積金到AIA

3.3 尊貴客戶專屬優惠

3.4 生日尊享優惠

3.5 全新「再想健康」影片 – 改變我們看待健康的方式

AIA+ 將持續優化數碼體驗，支持代理提升銷售及客戶互動。建議代理善用平台各項功能及活動，主動向客戶推廣，並歡迎分享寶貴意見，攜手提升整體業務表現。

如有任何查詢，請電郵至aiaplusinternal@aia.com。感謝您對AIA+的支持。

"We", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
「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）。

[AIA – INTERNAL]

AIA Hong Kong

Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

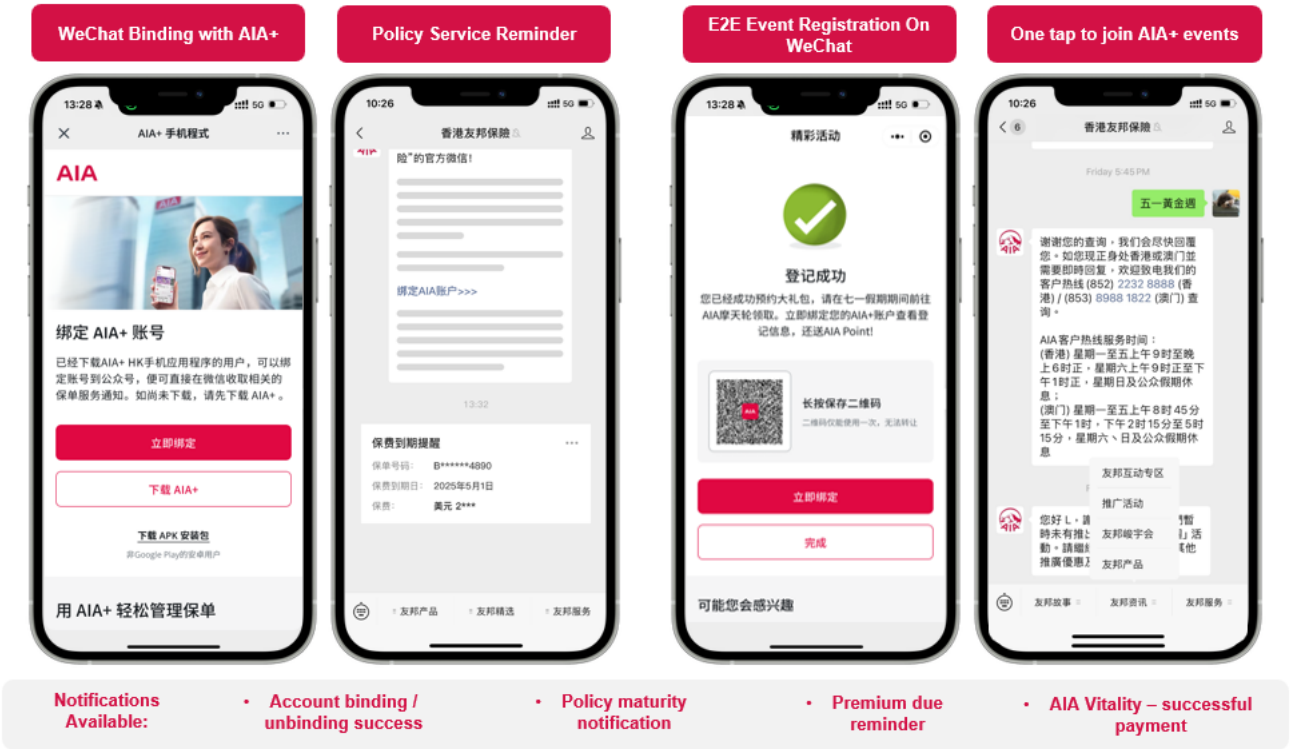
Memo

To further enhance the digital customer experience and support agents in driving sales, AIA+ continues to introduce a series of feature enhancements, campaigns and content updates to help you better serve customers and strengthen engagement.

1. AIA+ Feature Enhancements and Improvements

1.1 Integration between WeChat & AIA+

- After binding your WeChat Account with AIA+, customers can now receive important policy service notifications directly via WeChat —such as premium due notifications, helping you stay connected and supporting timely policy management.
- Customers may also seamlessly register for AIA+ events through WeChat. Upon successful registration, sign-ups may be automatically triggered, and the servicing agent will be notified accordingly.



AIA Hong Kong

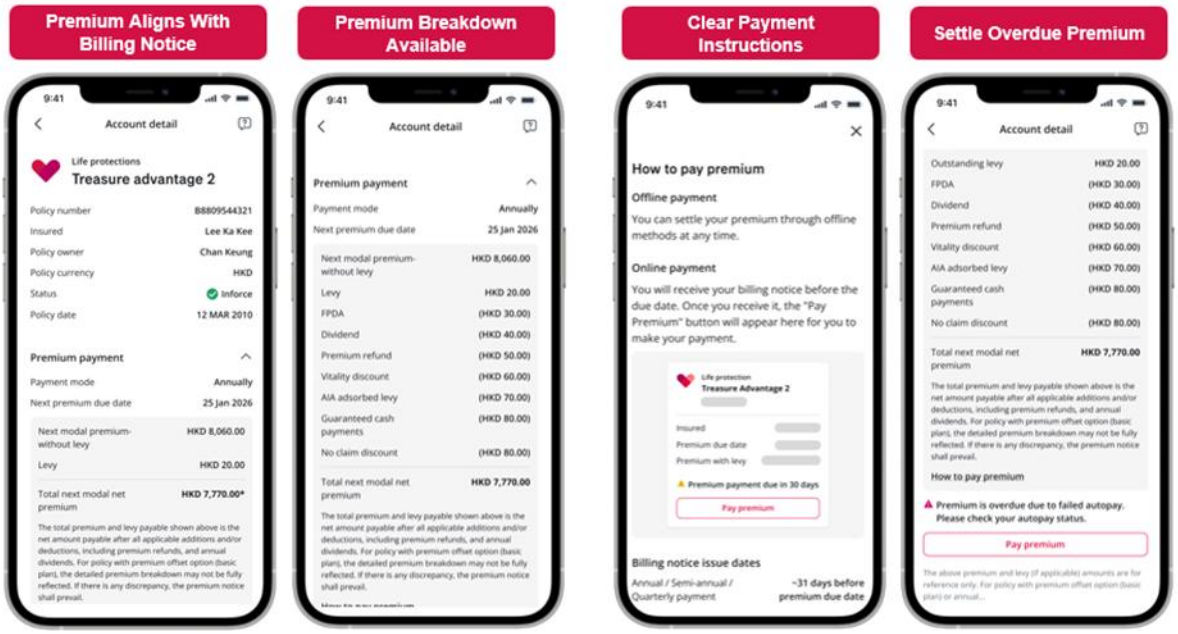
Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

Memo

1.2 Enhanced Premium Payment Function | Greater Clarity and Convenience

- The premium amount displayed in the app is now aligned with the billing notice, with a clear premium breakdown and payment instructions provided to support easier payment.
- Customers can also settle overdue premiums directly within the app, offering added convenience and flexibility.



1.3 "Find/Book Doctor" Enhancement

- Clear display of doctors' professional qualifications and admitting hospitals
- SelectWise and selected customers can book doctors in Mainland China and Macau

---

1.4 SMS Enhancement (+86 Numbers)

- Notifications for +86 mobile users will be sent via AIA+ push notifications or email to improves delivery reliability and communication effectiveness

---

1.5 Hot Picks Content Enhancement

- Optimised image and video display formats to improves content presentation and overall user experience

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", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
「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）。

只供 AIA 內部使用
For AIA Internal Use Only

[AIA – INTERNAL]

AIA Hong Kong

Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

Memo

We will continue to enhance AIA+ to deliver a more seamless and intuitive customer experience. In the coming months, we plan to introduce further updates, including:

- Enhancing display of MPF transaction history and MPF gain/loss details
- A dedicated content hub for individuals newly settled in Hong Kong
- New capability for agents to share iSay articles directly from Smart+ to customers' AIA+ accounts, strengthening engagement and interaction

More details will be shared once these enhancements are finalised.

2. AIA+ Campaigns and Rewards

2.1 Monthly Login Reward

Earn 500 AIA Points each month upon login

- Applicable to new customers or accounts with first-time linked individual policy (End date: 31 July 2026)

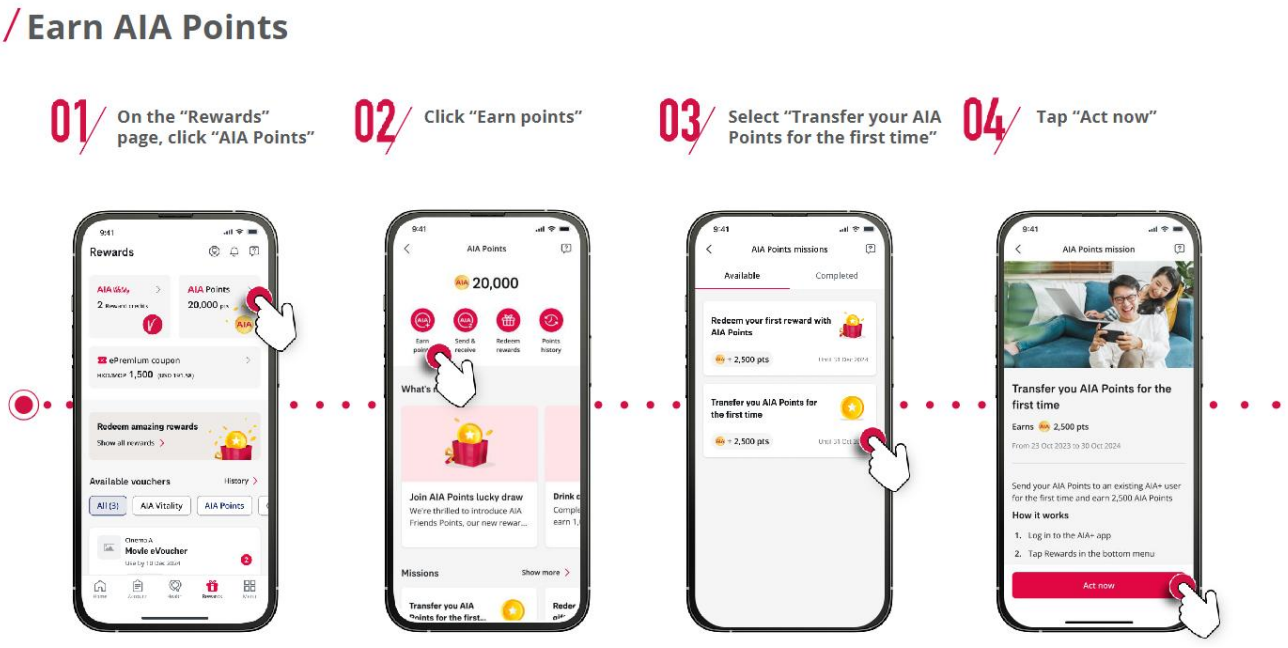
2.2 MPF Risk Assessment

Earn 500 AIA Points upon completion

- Applicable to AIA+ Hong Kong users only (End date: 31 July 2026)

Please encourage customers to make full use of the exciting missions above to earn points through engagement, while strengthening their connection with AIA+ and enhancing their overall experience.

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



"We", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
「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）。

只供 AIA 內部使用
For AIA Internal Use Only

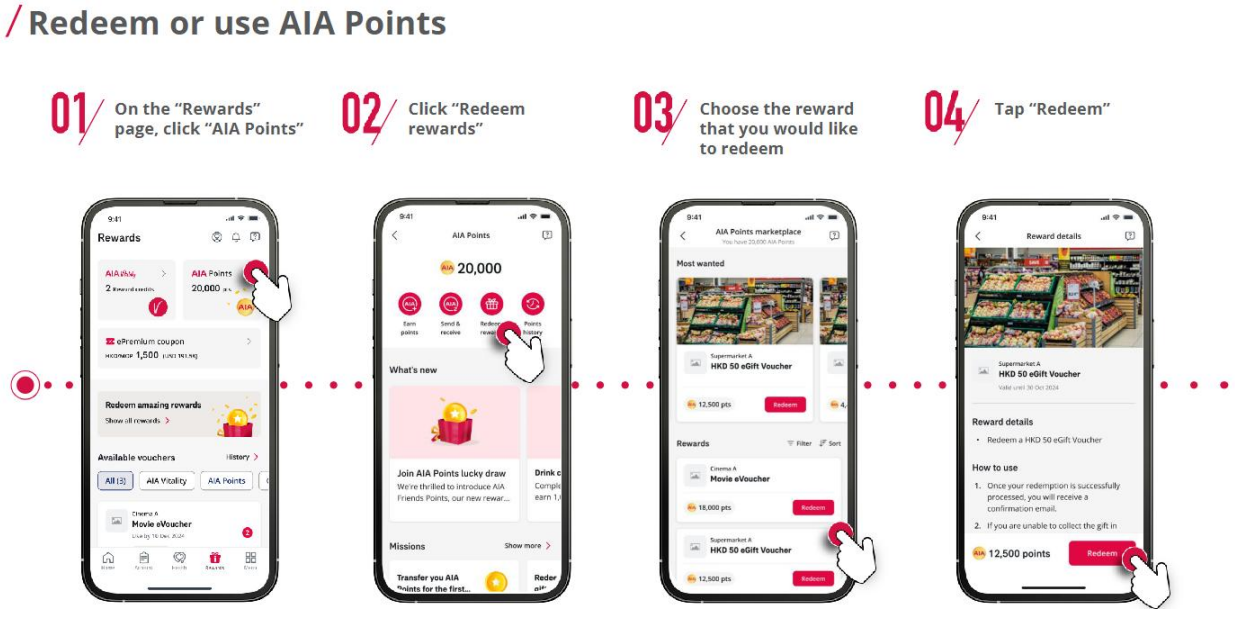
[AIA – INTERNAL]

AIA Hong Kong

Unit 3601, 36/F, AIRSIDE,
2 Concorde Road,
Kai Tak, Kowloon
T: (852) 2881 3333

AIA.COM.HK

Memo



3. Latest AIA+ Content Highlights

AIA+ continues to offer rich content to support customer engagement and provide additional sales touchpoints.

Featured content includes:

- 3.1 AIA MPF – Industry-only trustee with double recognition as "Trustee of the Year"
- 3.2 Transfer your MPF to AIA in two simple steps
- 3.3 Exclusive Offers for Valued Customers
- 3.4 Exclusive Birthday Offer
- 3.5 New "Rethink Healthy" films – Changing the way we see health

AIA+ will continue to enhance the digital experience to support agents in driving sales and strengthening customer engagement. Agents are encouraged to make full use of AIA+ features, campaigns and content, proactively promote them to customers, and share feedback with us so that we can continue improving together.

For enquiries, please email us at aiaplusinternal@aia.com. Thank you for supporting AIA+.

Best regards,

Angela Yeung
Head of Digital & Design Experience
Customer & Marketing

"We", "AIA" or "AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).
「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）。

只供 AIA 內部使用
For AIA Internal Use Only

[AIA – INTERNAL]