AIA Hong Kong

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Memo

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Selected Financial Planners	**From:**	Rita Wong
		Dept:	Customer & Marketing
Copy:	Ms. Melissa Wong All Department Heads ABDD Executives	**Total pages:**	14
Date:	23 June 2026		

Subject: A260643 **友邦特選禮遇：尊享摩天輪體驗**

AIA Exclusive Privileges: The Wheel Delight Experience



活動目標	• 透過尊屬禮遇活動，提升客戶參與度及整體品牌體驗 • 鼓勵客戶使用 AIA+ 手機應用程式進行登記及互動 • 為財務策劃顧問提供與客戶建立聯繫的機會 • 讓財務策劃顧問透過 CRM 獲得銷售機遇，以便跟進相關高潛力客戶

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推廣期	由 2026 年 6 月 29 日中午 12 時正至 2026 年 7 月 2 日下午 6 時正止（以 AIA 系統記錄之香港時間為準）
特選客戶參加資格	**特選客戶組別 1 - 特選單一保單客戶 (詳情請參閱通告 A260426)** • 須為 Opt-in 客戶，及 • 只持有 1 張有效 AIA「個人人壽」/「個人意外」保單之保單持有人*，及 • 其保單於近 6 年或以內投保*，及 • 保單持有人現時年齡為 80 歲或以下 *即是於 2020 年 1 月 1 日至 2025 年 12 月 31 日(包括首尾兩天)期間投保及繕發，並於 2025 年 12 月 31 日仍然生效。 **特選客戶組別 2 - 2026 "Always On" 特選保險產品優易核保/簡易核保優惠之特選受保人 (詳情請參閱通告 A260304)** • 須為 Opt-in 客戶 • 現有仍生效的危疾#/ 住院/醫療保單 (包括基本計劃及附加契約) (「指定保障」) 之**受保人** • 受保人現時年齡為 55 歲或以下 • 成功以標準保費率繕發及沒有附加額外保費、不保事項或留置權 • 沒有已知的已有病症及至今健康狀況沒有改變 • 沒有嚴重賠償紀錄等 • **優易核保**:於**過去 1 年內**以正常核保程序完成投保上述指定保障 **簡易核保**: 於**過去 1 至 5 年內**以正常核保程序完成投保上述指定保障 (資料截至 2025 年 12 月 24 日) # 不包括「加裕智倍保 2 - 首護摯寶」、「加裕智倍保 3 - 首護摯寶」保單、「愛伴航 - 首護摯寶」保單及「愛伴航- 首護摯寶」保險計劃 2 保單

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特選客戶名單	特選客戶名單會上載至以下平台： • iEngage > CRM > 進階搜尋 > AIA 保單資料 > 推廣活動 > 尊享摩天輪體驗活動 • Smart+ >客戶及機遇>現有客戶推廣活動 > 尊享摩天輪體驗活動
禮遇	每位禮遇享有人將會獲得香港摩天輪成人特快門票 2 張 (價值 HK$140) 及雪糕換領券 2 張 (價值 HK$50) 。 名額 1,000 名 (先到先得，額滿即止)
禮遇派發	成功登記的客戶將於 AIA+ 完成登記後即時收到專屬入場二維碼。 每個二維碼可供 **2 位人士**於活動當日一同入場。入場人士可憑該二維碼換領活動專屬手帶，以享禮遇。 於換領禮遇時，禮遇享有人必須持有最少**一份有效的指定 AIA 個人保險保單**，否則其禮遇資格或會被取消。
推廣詳情	特選客戶在收到此尊屬禮遇活動的推廣電郵後，須下載 AIA+ 手機應用程式，並成功連結至少一份 AIA 個人保險保單，及於推廣期內透過 AIA+ 完成登記。 • 首 1,000 名成功登記之客戶將獲發**專屬入場二維碼。** • 每個二維碼可供 **2 人**於活動當日一同入場，並須同時進場。 **活動詳情** • **日期：**2026 年 7 月 4 日 • **地點：**香港摩天輪 | 中環海濱 AIA Vitality 公園 **重要提示** • 客戶須親身到場並出示二維碼換領活動專屬手帶。 • 活動專屬手帶為乘搭摩天輪及換領雪糕之唯一憑證。如手帶有任何損毀或遺失，將不獲補發。

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	• 客戶須於所選之乘搭摩天輪時段完結前**最少 30 分鐘**到場，並完成換領活動專屬手帶。 • 逾時到場可能未能參與活動或換領禮遇。 **摩天輪排隊及乘搭安排：** • 可於所選時段使用特快通道排隊。 • 等候時間視乎現場人流而定，不保證可於所選時段內完成乘搭。 • 摩天輪包廂需與其他乘客共同使用（不設獨立包廂）。
推廣渠道	推廣電郵將於 2026 年 6 月 24 日開始發送至 Opt-in 特選客戶
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。 本活動只適用於收到推廣電郵之特選客戶，並須同時符合以下所有條件（「合資格參加者」）： • 須持有最少一份有效的指定 AIA 個人保險保單； • 須為 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； • 須於推廣期內透過 AIA+ 手機應用程式完成登記； • 須於登記時年滿 18 歲或以上，並身處香港；及 • 於推廣期完結前須仍為 AIA+ 手機應用程式用戶，並維持至少一份 AIA 個人保險保單已連結到其 AIA+ 手機應用程式。 每位合資格參加者只可參加本活動及獲享禮遇一次（以其已登記之電郵地址識別）。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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Best regards,



Rita Wong

Head of Customer Centricity, Brand and Integrated Marketing

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Campaign Objectives	• To enhance customer engagement and overall brand experience through an exclusive privilege event • To encourage customers to register and interact via the AIA+ mobile application • To provide Financial Planners with opportunities to connect with customers • To generate leads for agency to follow up with potential opportunities via CRM
Registration Period	From 12:00 NN on 29 Jun 2026 to 6:00 PM on 2 Jul 2026 (Based on Hong Kong time in AIA system records)
Eligibility	**Selected Customers group 1 - Selected Single-policyholding Customer** **(Please refer to memo A260426 – Q2 Activation Promotion for details)** • Opt-in customers, and • Single-policyholders hold one AIA's in-force "Individual Life Insurance" / "Personal Accident (PA)" policy*, and • the last policy was applied within the past 6 years*, and • currently aged under 80 *Meaning the policy was submitted and issued during 1 January 2020 and 31 December 2025 and remains active on 31 December 2025.

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	Selected Customers group 2 – Selected insured customers under 2026 "Always On" Preferential Underwriting/ Simplified Underwriting Offer for Selected Insurance Plan (Please refer to memo A260304 for details) 1. Opt-in customers 2. Existing **insureds** of inforce Critical Illness# / Hospitalisation / Medical policies (including basic plans and riders) ("Eligible Policy") 3. Insureds currently aged 55 or below 4. The eligible policy was issued at standard rate and without loading, exclusion or lien 5. No known pre-existing conditions and the state of health remains unchanged 6. No major claim records, etc. 7. **Preferential Underwriting**: Who had gone through normal underwriting process to apply for the Eligible Policy **in the past 1 year** **Simplified Underwriting**: Who had gone through normal underwriting process to apply for the Eligible Policy **over past 1 year but within past 5 years** (Data as of 24 Dec 2025) # Excluding Protect Elite Ultra 2 – First Gift, Protect Elite Ultra 3 – First Gift, On Your Side Plan – First Gift policy and On Your Side Insurance Plan 2 – First Gift policy.
Selected Customer List	Selected Customers List is uploaded to following platforms: • iEngage > CRM > Advanced Search > AIA Policy Information > Campaigns > Exclusive Privileges: The Wheel Delight Experience • Smart+ > CRM & Leads > Existing Customers Campaigns > Exclusive Privileges: The Wheel Delight Experience
Gift	Each winner will receive two Fast Pass adult tickets for the Hong Kong Observation Wheel (worth HK$140), along with two complimentary ice cream vouchers (worth HK$50). A total of 1,000 quotas is available on a first-come, first-served basis
Gift Distribution	Upon successful registration, customers will receive a **dedicated admission QR code instantly via AIA+.** Each QR code admits **two persons** to enter together on the event day. Attendees may present the QR code to redeem an event wristband in order to enjoy the privileges.

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	At the time of reward redemption, winners must hold at least **one valid AIA individual insurance policy**, otherwise eligibility may be revoked.
Campaign Details	Upon receiving the promotional email, selected customers must download the AIA+ mobile app, successfully link at least one AIA individual insurance policy, and complete registration via AIA+ during the Promotion Period. • The first 1,000 successfully registered customers will receive a **dedicated admission QR code** • Each QR code admits **2 persons**, who must enter together on the event day Event Details: • **Date:** 4 July 2026 • **Venue:** Hong Kong Observation Wheel | AIA Vitality Park, Central Harbourfront Important notes • Customers must present their QR code in person to redeem the event wristbands • The event wristband is the only valid proof for Hong Kong Observation Wheel ride and complimentary ice cream. If the wristband is damaged or lost, it will not be reissued. • Customers must arrive and complete redemption at least 30 minutes before the end of their selected timeslot • Late arrivals may not be able to participate or redeem the gifts Queueing & Ride Arrangement: • Customers may use the Fast Pass lane during their selected timeslot • Waiting time is subject to on-site crowd conditions • Completion of the ride within the selected timeslot is not guaranteed • Observation Wheel cabins will be shared with other participants (no private cabin arrangement)

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Promotion Channels	Promotional emails will be sent to Opt-in selected customers starting from 24 June 2026
Remarks	All dates and times are based on AIA system records and Hong Kong time. This promotion is only applicable to selected customers who received the promotional email and meet all eligibility criteria: • Hold at least one valid AIA individual insurance policy • Are AIA+ app users with at least one linked policy • Complete registration via AIA+ within the promotion period • Aged 18 or above and located in Hong Kong at the time of registration • Each customer (by email address) may participate and win once only • Must remain an AIA+ user with at least one linked policy before the end of the promotion period For full Terms & Conditions, please refer to **Appendix 1**.

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

Best regards,



Rita Wong

Head of Customer Centricity, Brand and Integrated Marketing

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附錄 1: 友邦特選禮遇：尊享摩天輪體驗條款及細則

1. 友邦特選禮遇：尊享摩天輪體驗 (「本活動」) 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。本活動推廣期為 2026 年 6 月 29 日中午 12 時正至 2026 年 7 月 2 日下午 6 時正 (香港時間) (「推廣期」)，所有登記均以香港時間及 AIA 之伺服器接收的時間作準。參加本活動，即表示參加者已閱讀、明白並同意遵守所有條款及細則 (「條款及細則」)。

2. 本活動只適用於收到本推廣電郵之特選客戶，並須同時符合以下所有條件 (「合資格參加者」):

   - 須持有最少一份有效的指定 AIA 個人保險保單；
   - 須為 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；
   - 須於推廣期內透過 AIA+手機應用程式完成登記；
   - 須於登記時年滿 18 歲或以上，並須身處香港；及
   - 於推廣期完結前須仍為 AIA+ 手機應用程式用戶，並維持至少一份 AIA 個人保險保單已連結到其 AIA+ 手機應用程式。

   每名合資格參加者只可參加本活動及獲享禮遇 1 次 (以其已登記之電郵地址識別)。

3. AIA 之僱員及財務策劃顧問可參加本活動，處理方法無異於其他參加者。

4. 推廣期為期 4 天，禮遇名額為 1,000 個，先到先得，送完即止，AIA 將不作另行通知。於推廣期內，首 1,000 名成功登記之合資格參加者 (「禮遇享有人」)，每人將獲發專屬入場二維碼 (「二維碼」)，以參與本活動。每個二維碼僅限兩位人士於活動當日入場使用，並須同時進場。

5. 禮遇享有人須於 2026 年 7 月 4 日 (活動當日) 親臨中環海濱香港摩天輪旁之 AIA Vitality Park，並出示有效之二維碼以換領兩條活動專屬手帶。活動專屬手帶為參與活動、乘搭香港摩天輪及換領雪糕之唯一有效憑證。每條活動專屬手帶可供一位人士換領「香港摩天輪門票及特快通行証」一張及於指定店舖換領雪糕一份。如手帶有任何損毀或遺失，將不獲補發。

6. 每個二維碼僅限使用一次。

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7. 禮遇享有人可於所選之時段完結前最少 30 分鐘抵達並完成登記及換領活動專屬手帶。任何於該時段完結前少於 30 分鐘方到達之人士，或未能參與本活動或完成換領。AIA 概不負責。

8. 禮遇享有人可於所選時段使用香港摩天輪特快通行証通道排隊，以縮短輪候時間。實際等候時間將視乎現場人流情況而定，並不保證可於所選時段內完成乘搭。乘搭摩天輪時，禮遇享有人及其同行人士須與其他參加者共用一個車，不設獨立車安排。

9. 所有禮遇不得兌換成現金、積分或任何其他產品，以及不可出售、退款或轉讓。

10. 如禮遇享有人未能於指定日期及時間出席本活動或換領手帶及禮遇，將視為自動放棄，AIA 恕不補發。

11. 活動當日設有現場帆布袋換領活動，持有活動專屬手帶的入場人士需登入 AIA+ 手機應用程式完成簽到。經工作人員核實後即可獲得帆布袋一個。每位持有活動專屬手帶的入場人士只可參加本活動及換領禮品一次。禮品數量有限，送完即止。

12. AIA 並非禮遇之供應商，故不會承擔有關禮遇供應和品質的任何責任。由禮遇引起的任何爭議均由禮遇享有人與第三方供應商直接解決。

13. 如因參加者因違規或非法行為導致 AIA 或任何第三方蒙受損失或損害，相關人士須負上一切責任。

14. 參加者士須自行承擔參與本活動之一切風險。AIA 對任何因參加本活動而引致之人身傷害、損失或損害概不負責。

15. 參加本活動及使用相關服務（包括香港摩天輪）須遵守相關第三方供應商之條款及細則。參加者須自行遵守有關條款。

16. 參加者出席本活動即表示同意 AIA 可於活動期間拍攝、錄影或錄音，並用作宣傳及市場推廣用途，而毋須另行通知或補償。

17. 若本活動因包括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 AIA 控制以外的任何原因，而破壞或影響系統安全性、公平性、誠信及本活動的正常運作，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。

18. AIA 對本活動及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。

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19. 個人資料收集聲明

    參加者只要參加本活動，即表示同意遵守條款及細則及 AIA 個人資料收集聲明，亦同意接收有關本活動資訊，包括禮遇通知。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，會被收集並用作本活動的行政用途包括處理登記、聯絡禮遇享有人及於換領禮遇時核實身份之用。

20. 如條款及細則之中文及英文版本存有歧異，以英文版本為準。

21. 條款及細則受香港法律管轄。香港法院對於任何因條款及細則所引發的爭議享有獨有的司法管轄權。

22. 「香港」指「香港特別行政區」。

Appendix 1: AIA Exclusive Privileges: The Wheel Delight Experience Terms and Conditions

1. AIA Exclusive Privileges: The Wheel Delight Experience ("Event") 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 promotion period of the Event is from 12:00 noon on 29 June 2026 to 6:00 p.m. on 2 July 2026 (Hong Kong time) ("Promotion Period"). All registrations are subject to Hong Kong time and the timestamp recorded by AIA's server. By participating in the Event, participants are deemed to have read, understood and agreed to be bound by these Terms and Conditions ("Terms and Conditions").

2. This Event is available only to selected customers who have received the promotional email and satisfy all of the following criteria ("Eligible Participants"):

    - hold at least one valid designated AIA individual insurance policy;
    - be an AIA+ mobile app user and have linked at least one AIA individual insurance policy to the AIA+ mobile app;
    - complete registration via the AIA+ mobile app during the Promotion Period;
    - be aged 18 or above and physically present in Hong Kong at the time of registration; and
    - remain an AIA+ mobile app user and maintain at least one AIA individual insurance policy linked to the AIA+ mobile app until the end of the Promotion Period.

    Each Eligible Participant may participate in the Event and enjoy the privileges once only (based on his/her registered email address).

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3. Employees and financial planners of AIA are eligible to participate in this Event and will be treated in the same manner as other participants.

4. The Promotion Period lasts for 4 days, with a quota of 1,000 participants on a first-come, first-served basis, while stocks last. AIA will not provide further notice once the quota is filled. During the Promotion Period, the first 1,000 Eligible Participants who successfully register ("Privilege Recipients") will each be issued a unique admission QR code ("QR Code") for participation in the Event. Each QR Code is valid for entry by two (2) persons only on the event day, and both persons must enter together.

5. Privilege Recipients must attend the Event in person on 4 July 2026 at AIA Vitality Park, Central Harbourfront Hong Kong Observation Wheel, and present a valid QR Code to redeem two (2) event wristbands. The event wristband is the only valid proof for participation in the Event, boarding the Hong Kong Observation Wheel, and redemption of the ice cream. Each event wristband entitles one Hong Kong Observation Wheel Ticket with Fast Pass and one (1) ice cream redemption at designated outlet, and is valid for use by one person only. If the wristband is damaged or lost, it will not be reissued.

6. Each QR code is valid for one-time use only.

7. Privilege Recipients must arrive and complete registration and wristband redemption at least 30 minutes before the end of their selected timeslot. Participants who arrive less than 30 minutes before the end of the selected timeslot may not be able to participate in the Event or complete redemption. AIA shall not be liable in such cases.

8. Privilege Recipients may proceed to the Fast Pass Lane of the Hong Kong Observation Wheel during their selected timeslot to shorten waiting time. Actual waiting time is subject to on-site crowd conditions, and completion of the ride within the selected timeslot is not guaranteed. When boarding the Observation Wheel, Privilege Recipients and their companions must share a cabin with other participants. Exclusive use of a cabin is not available.

9. All privileges are non-cashable and cannot be exchanged for cash, points or other products, and are non-transferable, non-refundable and non-exchangeable.

10. If a Privilege Recipient fails to attend the Event or redeem the wristbands and privileges within the specified date and time, the entitlement will be forfeited without further notice and no replacement will be provided by AIA.

11. On the event day, there will be an on-site tote bag redemption activity. Attendees with event wristband must log in to the AIA+ mobile application and complete check-in. After verification by staff, each Attendee with event wristband who complete check-in will receive one tote bag. Each attendee with event wristband is entitled to participate in the tote bag redemption activity and redeem the gift once only. Gifts are available on a first-come, first-served basis while stocks last.

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12. AIA is not the supplier of the privileges and shall not be responsible for any matters relating to the supply or quality of the privileges. Any disputes arising from the privileges shall be resolved directly between the Privilege Recipient and the third party supplier.

13. Any participant who engages in misconduct or illegal acts that result in loss or damage to AIA or any third party shall be held fully liable for such loss and damage.

14. Participants attend and participate in the Event at their own risk. AIA shall not be responsible for any injury, loss, or damage suffered by any person arising from or in connection with participation in the Event.

15. Participation in the Event and use of any related services, including the Hong Kong Observation Wheel, are subject to the terms and conditions of the relevant third party supplier. Participants are responsible for complying with such terms.

16. By attending the Event, participants' consent to being photographed, filmed, or recorded for promotional and marketing purposes by AIA without additional compensation, unless otherwise notified at the Event.

17. If for any reason the Event cannot proceed as planned due to causes including but not limited to computer virus infection, system failure, tampering, unauthorised intervention, fraud, technical issues or any causes beyond the control of AIA, which affect the security, fairness, integrity or proper conduct of the Event, AIA reserves the right to disqualify any participant who tampers with the entry process and take appropriate action without prior notice.

18. AIA reserves the right of final decision on all matters relating to the Event and these Terms and Conditions.

19. Personal Information Collection Statement

    Participation in the Event constitutes the participant's agreement to these Terms and Conditions and AIA's Personal Information Collection Statement, and consent to receive communications relating to the Event, including privilege notifications. For AIA's Personal Information Collection Statement, please refer to: https://www.aia.com.hk/zh-hk/privacy-statement.html

    Participants' personal data will be collected and used for the administration of the Event, including processing entries, contacting Privilege Recipients, and identity verification during redemption.

20. In the event of any discrepancies between the English and Chinese versions of these Terms and Conditions, the English version shall prevail.

21. These Terms and Conditions shall be governed by the laws of Hong Kong. The courts of Hong Kong shall have exclusive jurisdiction over any disputes arising from or in connection with these Terms and Conditions.

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

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