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Memo

Attn.:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)	**From:**	Andrew Tang
		Dept.:	Proposition & Healthcare Strategy, Business Activation & Analytics
Copy:	Mr. Alger Fung / Ms. Alice Liang / All Department Heads / Heads of Agency Division / BPs / Call Centre	**Total pages:**	4 pages
Date:	23 June, 2026		

Subject: A260653 以感人故事見證守護｜「新希望故事集」專屬網站正式推出

The Power of Protection Through Real Stories | Launch of the "New Hope Stories" Dedicated Website

人生旅途難免遇上考驗。無論是突如其來的意外、改變人生的一場疾病，抑或生命最後一程，客戶的真實經歷都讓我們見證保險在關鍵時刻發揮的守護力量，並為人生帶來新的希望。

今年，公司以「全方位保障」為主題，致力在客戶人生不同階段，無論危疾、醫療、意外、人壽，都能帶來全面守護。這份信念最有力量的體現，正是我們與客戶一路同行的真實故事。

感謝各位財務策劃顧問早前透過*「新希望故事集」— 真實客戶故事徵集比賽*，分享一個又一個珍貴而動人的經歷。為延續這份力量，我們特意推出「新希望故事集」專屬網站，透過文字呈現精選故事，把感動傳遞給更多人，同時亦讓您可與客戶分享這些故事，自然地開啟更有溫度的對話。

按此瀏覽 ❤️ 【可與客戶分享】



真實案例 支援您與客戶溝通的重要資源

- 提供真實案例：更容易引發共鳴與信任
- 設計簡潔易用：隨時隨地輕鬆瀏覽
- 易分享：方便靈活運用，與客戶展開更有溫度對話

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網站內容亮點

網站匯集多個真實而動人的客戶個案，透過細膩的故事敘述，讓財務策劃顧問及客戶更深入了解保障於關鍵時刻所發揮的重要價值。網站分為兩大部分：

1. 細閱 • 他們寫下的人生故事　文字故事

   由財務策劃顧問提交的16篇精選文字故事。在確保客戶私隱及內容準確的前提下，盡量保留原有敘述，讓讀者能更真切地感受每段經歷，仿如親歷其中。



2. 細味 • 他們走過的人生難關　動人影片
   （快將推出）

   透過影片，將客戶的真實故事轉化為具感染力的影像，讓情感更立體呈現。



網站內容將持續更新，加入更多精彩內容。

歡迎您不時瀏覽，從中汲取啟發與力量，並可分享予客戶，讓他們了解保障的重要性，並成為自然開啟對話的起點。

如有查詢，請電郵至 AIAHK.PH_SBAA@aia.com，聯絡產品主張及醫療保健業務推展部。

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Life's journey inevitably brings challenges. Whether it is an unexpected accident, a life-changing illness, or the final chapter of life, our customers' real experiences allow us to witness how insurance provides protection at critical moments and brings renewed hope to life.

This year, under the theme of **"Total Protection,"** the Company is committed to supporting customers at every stage of life. From **critical illness and accident coverage to life and medical protection**, we strive to deliver comprehensive care. The most powerful expression of this commitment lies in the real stories we have walked through alongside our customers.

We would like to express our sincere appreciation to all financial planners who participated in the "*New Hope Stories" – Real Customer Story Collection* Competition and for sharing these valuable and inspiring experiences.

To carry forward this impact, we are pleased to launch the **"New Hope Stories" Dedicated Website**, where selected stories are presented through words. These stories not only allow the message to reach a wider audience, but also enable you to share them with your customers, helping you naturally initiate more meaningful and authentic conversations.

Click here to browse ❤️ 【Shareable with Customers】



Real Stories — Valuable Resources for Customer Conversations

- **Real-life cases**: Inspire empathy and build trust
- **User-friendly design**: Easy to browse anytime, anywhere
- **Easy to share**: Flexible to use, helping you engage customers in more meaningful conversations

Website Highlights

The website brings together a collection of genuine and deeply moving customer cases. Through thoughtful storytelling, it enables financial planners and customers to gain a deeper understanding of the critical value that protection delivers at critical moments. The content is organised into two main sections:

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1. **Read • Life Stories in Their Own Words**

   Written Stories

   The **16 pieces of featured stories** submitted by financial planners, with written narratives carefully curated with customer privacy considerations and content accuracy while preserving their original tone and detail. This allows readers to connect more authentically with each experience, as if they were experiencing it firsthand.



2. **Watch • Journeys Through Their Life's Challenges**

   Touching Video

   (Coming Soon)

   These videos transform real customer stories into compelling visual narratives and bring emotions to life in a more vivid way.



Website content will be **continuously updated** with more inspiring content.

We encourage you to visit regularly to draw insights and inspiration, and **share these stories with your customers**, helping them better understand the value of protection and naturally opening the door to more meaningful conversations.

For any inquiries, please email AIAHK.PH_SBAA@aia.com to contact Proposition & Healthcare Business Activation Team.

Best regards,

Andrew Tang
Head of Proposition & Healthcare
Strategy, Business Activation & Analytics

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