AIA Hong Kong
27/F Hopewell Centre,
183 Queen's Road East,
Wan Chai, Hong Kong
T : (852) 2881 3333

AIA.COM.HK

Memo

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

From: AIA Alta

Copy: All Department Heads
Macau CEO / ABDD Executives

Total page: 10 pages

Date: 7 July 2026

Subject: A260657 - **友邦峻宇會會員活動通知 - 免費體驗大腦健康計劃**
友邦峻宇会会员活动通知 - 免费体验大脑健康计划
AIA Alta Club Member Event Notification - Complimentary Brain Health Programme Experience



友邦峻宇會視認知健康為健康長壽的核心支柱之一，致力協助會員主導健康，從而享受長久豐盛人生。為響應世界腦健康日，**特設 20 個尊享名額誠邀會員免費體驗「大腦健康計劃」**。

我們深知保持清晰敏銳的思維是會員掌舵未來的核心。然而，認知衰退往往有長達 15 至 20 年的隱形期[1]，且高認知能力者更易因「遮蔽效應」而掩蓋早期變化[2]。**及早識別並管理可控風險，才是預防並延緩退化、延長健康壽命的關鍵[3]。**

為此，本計劃特別引入**全球首創[4]的非入侵性 AI 視網膜掃描技術**，並結合**個人化健康指導與引導式冥想**，實現從預防到改善的全面守護。評估報告亦會即場發放，助會員即時掌握大腦健康狀況。

合資格會員需**於登記期內，登入 AIA+ 手機應用程式並前往「友邦峻宇會」專區登記**。有關詳情及會員通訊已列於此通告，以供大家參考。

如有任何查詢，請電郵至 aiahk.health-and-wellness-proposition@aia.com 與我們聯絡。

您不能向友邦以外的任何人士或一方傳播、分發或散佈此通告。

友邦峻宇
謹啟

1.參考資料：Practical Neurology. (2024). Preclinical, Prodromal, and Dementia Stages of Alzheimer's Disease. [online]資料來源：https://practicalneurology.com/diseases-diagnoses/alzheimer-disease-dementias/preclinical-prodromal-and-dementia-stages-ofalzheimers-disease/31531/
2. 參考資料：National Library of Medicine. (2019). Defining Cognitive Reserve and Implications for Cognitive Aging. [online]資料來源：https://pmc.ncbi.nlm.nih.gov/articles/PMC7812665/
3. 參考資料：Dementia prevention, intervention, and care: 2024 report of the Lancet standing Commission. The Lancet, 404(10452), 572-628. [online]資料來源：https://doi.org/10.1016/S0140-6736(24)01296-0
4. 參考資料：Croucher Foundation. (2022). Detecting Alzheimer's disease through our retinas. [online]資料來源：https://croucher.org.hk/en/news/detecting-alzheimer-s-disease-through-our-retinas

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Memo

【友邦峻宇會會員尊享】免費體驗大腦健康計劃

合資格會員	**友邦峻宇會所有會員**，且於登記及享用禮遇時會籍須維持有效。
會員通訊	此禮遇將於 **2026 年 7 月 8 日**透過電郵通知於 AIA 留有電郵地址紀錄，並已同意接受 AIA 直銷推廣訊息（opt- in）的合資格會員，相關通訊樣本已載於本通告的附錄以供參考。
登記期	2026 年 7 月 9 日中午 12 時正至 7 月 15 日晚上 11 時 59 分（香港時間） 或至禮遇額滿為止（以較早時間為準）
登記方法	**合資格會員需於登記期內登入 AIA+ 手機應用程式前往「友邦峻宇會」專區並選擇心儀的時段*登記。**如會員登入會員專區或登記禮遇時遇到問題，可致電友邦峻宇會會員專線 (852) 2200-6628 (專線只供友邦峻宇會會員使用)。 **請注意：一經選擇時段並成功提交報名後，將不可更改或改期。*
確認通知	如成功獲得名額，確認電郵將於 **2026 年 7 月 17 日或之前**發送至會員於 AIA 登記的電郵地址。
服務時段	可供選擇之時段： 2026 年 7 月 21-23 日 及 7 月 28-30 日 | 上午 11 時至下午 4 時半 每時段名額有限，先到先得，額滿即止。
服務地址	Humansa 旗艦店 | 維港文化匯 香港九龍尖沙咀梳士巴利道 18 號維港文化匯 K11 ATELIER 18 樓 1801 室
計劃詳情	• **i-Cog 視網膜成像**：利用 AI 非入侵性技術進行視網膜影像分析，以評估認知健康狀況。 • **蒙特利爾認知評估（MoCA-5）**：只需約 5 分鐘，便能針對記憶力和多項認知功能作出客觀評估。 • **腦健康指數**：評估日後出現認知衰退的風險。 • **健康諮詢**：根據報告提供可行的日常生活健康建議。 • **引導冥想**：專注於呼吸和身體感知，助快速平靜心靈、放鬆身體並更加集中。

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Memo

如何查閱合資格客戶名單:

財務策劃顧問可透過以下途徑查閱友邦峻宇會會員名單。

溫馨提示：

- 請注意，於接觸客戶前請必須檢查客戶是否已選擇拒收訊息。如是，請您必須取得客戶明確的口頭同意後，透過 eAC 填報轉為 Opt-in，客戶收到確認電郵或短訊後，才可進行直接促銷 (包括提及此會籍相關資訊)。
- 財務策劃顧問不應利用友邦峻宇會所提供之福利及以往曾提供的活動作為誘因, 從而進行受規管活動。財務策劃顧問應根據產品的合適性及客戶的可承擔能力進行任何受規管活動。
- 法規要求財務策劃顧問只可向已 Opt-in 客戶介紹公司任何產品或推廣資訊。
- 請您必須與客戶分享有關此會籍之條款及細則的連結 (按此)。
- 未有選擇接受直銷推廣訊息(即為 opt- out)之客戶，除了可致電友邦峻宇會會員專線進行查詢外，亦可隨時更新其接受直銷推廣訊息喜好及登記電郵地址，以便更快收取會藉迎新及其他會籍的最新消息。

方法一：營業員專頁 (eAC) > 客戶名單 (其他)

作為合資格客戶的最新服務財務策劃顧問，您可登入營業員專頁(eAC) > 競賽及成績 > 競賽報告 > 客戶名單 (其他) >「友邦峻宇會」合資格會員名單



方法二：營業員專頁 (eAC) > 保單查詢系統(PES)

作為合資格客戶的財務策劃顧問，您可登入查閱客戶是否合資格客戶及其會籍級別 (如有)。

- 登入 eAC > PES，搜尋保單號碼



友邦峻宇會會員如何在 AIA+ 手機應用程式的會員專區兌換禮遇：



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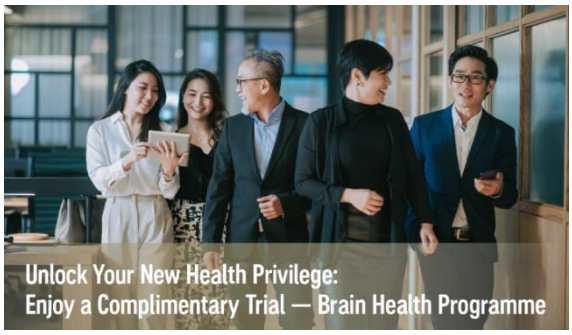
AIA Alta Club regards cognitive health as one of the core pillars of healthspan, dedicating itself to empowering members to take charge of their wellbeing and enjoy longer, more fulfilling lives. In response to World Brain Health Day, **20 exclusive spots have been reserved to cordially invite members to experience the "Brain Health Programme" for free**.



We understand that maintaining a sharp mind is a critical strategic asset to our members navigating their future. However, cognitive decline often begins with a silent window of 15 to 20 years[1], and individuals with higher intellect are more prone to masking early changes due to the "masking effect"[2]. **Early intervention by addressing modifiable risk may help prevent or delay future symptoms**[3].

To achieve this, the programme introduces **a world-first[4], non-invasive AI retinal scan technology**, combined with **personalised wellness consultation and guided meditation**. Assessment reports are distributed on-site, empowering members to track their brain health status. Together, these tools provide comprehensive support from prevention to improvement.

Eligible members need to **visit the exclusive AIA Alta Club page on the AIA+ mobile app to register for a chance to experience the privilege during the registration period**. The details of the priviledge are set out in this memo for reference.

For enquiries, please email us at aiahk.health-and-wellness-proposition@aia.com.

You MUST NOT disseminate, distribute, or circulate this memo to any person or party outside of AIA.

Best regards,
AIA Alta

1. Source: Practical Neurology. (2024). Preclinical, Prodromal, and Dementia Stages of Alzheimer's Disease. Retrieved from: https://practicalneurology.com/diseases-diagnoses/alzheimer-disease-dementias/preclinical-prodromal-and-dementia-stages-ofalzheimers-disease/31531/
2. Source: National Library of Medicine. (2019). Defining Cognitive Reserve and Implications for Cognitive Aging. Retrieved from: https://pmc.ncbi.nlm.nih.gov/articles/PMC7812665/
3. Source: Dementia prevention, intervention, and care: 2024 report of the Lancet standing Commission. The Lancet, 404(10452), 572-628. Retrieved from: https://doi.org/10.1016/S0140-6736(24)01296-0
4. Source: Croucher Foundation. (2022). Detecting Alzheimer's disease through our retinas. Retrieved from: https://croucher.org.hk/en/news/detecting-alzheimer-s-disease-through-our-retinas

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Memo

【Exclusive for AIA Alta Club Members】Giveaway of Brain Health Programme

Eligible Members	**All AIA Alta Club Members**, whose membership is valid at the time of registration and redemption of the privilege.
Member Communications	The privilege will be communicated to eligible members, who have a registered email address with AIA and have chosen to receive direct marketing promotional messages from AIA, via email on **8 July 2026**. The communication samples have been attached as an appendix to this memo for reference.
Registration Period	From 12:00nn, 9 July 2026 to 11:59pm, 15 July 2026 (Hong Kong time) or until the quota for the privilege is full, whichever is earlier
Way to Join	**Eligible members need to visit the exclusive AIA Alta Club page on the AIA+ mobile app to register for a chance to experience the privilege at the preferred time* during the registration period.** If the members have any issues accessing their membership page on AIA+ or redemption of the privilege, they can call the AIA Alta Club dedicated line at (852) 2200-6628 (Dedicated line is for AIA Alta Club members only). **Please note: Once a programme schedule is selected and the registration is successfully submitted, no change or rescheduling will be allowed.*
Confirmation Notice	A confirmation email will be sent to member's registered email address **on or before 17 July 2026** if successfully allocated a slot.
Service Hours	Sessions are available across: 21-23 & 28-30 July 2026, 11am-4:30pm Limited seats per session, available on a first-come, first-served basis.
Service Location	Humansa Victoria Dockside Unit 1801, L18, K11 ATELIER Victoria Dockside, 18 Salisbury Road, Tsim Sha Tsui, Kowloon, Hong Kong
Programme details	• **i-Cog Retinal Imaging:** An AI-based, non-invasive brain health assessment that evaluates cognitive well-being using retinal images. • **MoCA-5 Cognitive Assessment:** A 5-minute objective test focuses on memory and various cognitive functions. • **Brain Health Score:** Risk profiling for future cognitive decline. • **Wellness Consultation:** An actionable lifestyle plan based on report. • **Guided meditation:** Focus on breath and body to encourage calmness and to be able to calm the mind, relax the body, and feel more centered.

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Memo

How to view Eligible Member List:

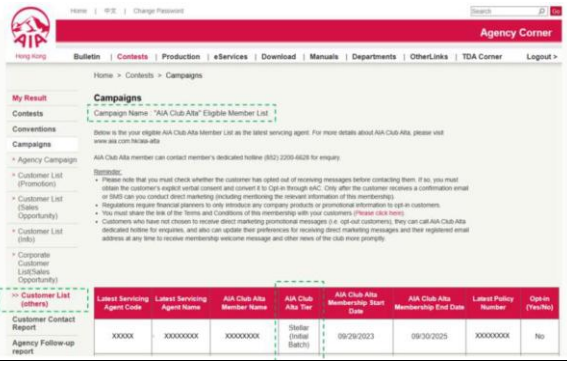
Financial planners can check the list of eligible customers that he/she are servicing through the following methods:

Friendly Reminder:

- Please note that you must check whether the customer has opted out of receiving messages before contacting them. If so, you must obtain the customer's explicit verbal consent and convert it to Opt-in through eAC. Only after the customer receives a confirmation email or SMS can you conduct direct marketing (including mentioning the relevant information of this membership).
- Agent should not actively use Alta Club's privileges/ previous activities as a selling point to induce a client to apply for insurance. Instead, Agent should focus on the suitability and affordability of the client in respect of the application for the new product.
- Regulations require Financial Planners to only introduce any company products or promotional information to opt-in customers.
- You must share the link of the Terms and Conditions of AIA Alta Club (click here) with your customers who have opted in for direct marketing.
- Customers who have not chosen to receive direct marketing promotional messages (i.e. opt-out customers), they can call AIA Alta Club dedicated hotline for enquiries, and also can update their preferences for receiving direct marketing messages and their registered email address at any time to receive membership welcome message and other news of the club more promptly.

Method 1: eAC > Customer list (others)

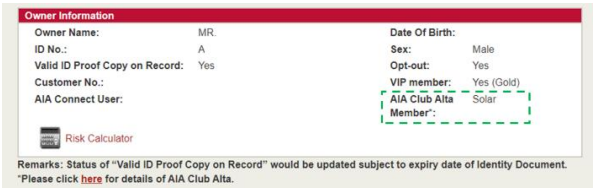
As eligible customer's latest servicing agent, you can login **eAC > Contests > Campaigns > Customer List (others) to view the eligible member list.**



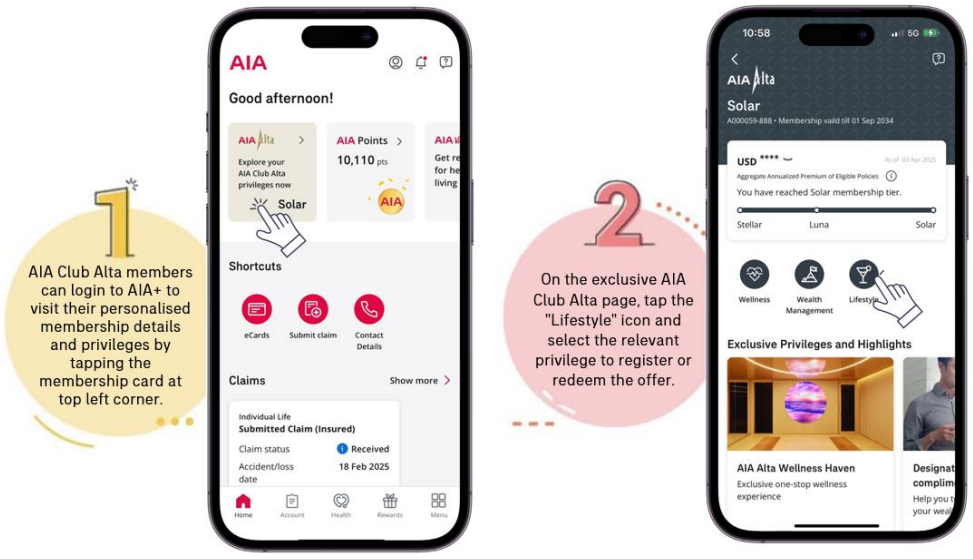
Method 2: eAC > PES

As eligible customer's financial planner, you can login PES to view if customer is an AIA Alta Club member and the membership tier (if applicable).

- Login eAC > PES and search policy number



How can AIA Alta Club members redeem the privilege on the membership page of the AIA+ mobile app:



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友邦峻宇会视认知健康为健康长寿的核心支柱之一，致力协助会员主导健康，从而享受长久丰盛人生。为响应世界脑健康日，**特设 20 个尊享名额诚邀会员免费体验「大脑健康计划」。**



我们深知保持清晰敏锐的思维是会员掌舵未来的核心。然而，认知衰退往往有长达 15 至 20 年的隐形期[1]，且高认知能力者更易因「遮蔽效应」而掩盖早期变化[2]。**及早识别并管理可控风险，才是预防并延缓退化、延长健康寿命的关键[3]。**

为此，本计划特别引入**全球首创[4]的非入侵性 AI 视网膜扫描技术**，并结合**个人化健康指导与引导式冥想**，实现从预防到改善的全面守护。评估报告亦会即场发放，助会员即时掌握大脑健康状况。

合资格会员需于登记期内，登入 AIA+ 手机应用程式并前往「友邦峻宇会」专区登记。有关详情及会员通讯已列于此通告，以供大家参考。

如有任何查询，请电邮至 aiahk.health-and-wellness-proposition@aia.com 与我们联络。

您不能向友邦以外的任何人士或一方传播、分发或散布此通告。

友邦峻宇
谨启

1. 参考资料：Practical Neurology. (2024). Preclinical, Prodromal, and Dementia Stages of Alzheimer's Disease. [online] 资料来源：https://practicalneurology.com/diseases-diagnoses/alzheimer-disease-dementias/preclinical-prodromal-and-dementia-stages-ofalzheimers-disease/31531/
2. 参考资料：National Library of Medicine. (2019). Defining Cognitive Reserve and Implications for Cognitive Aging. [online] 资料来源：https://pmc.ncbi.nlm.nih.gov/articles/PMC7812665/
3. 参考资料：Dementia prevention, intervention, and care: 2024 report of the Lancet standing Commission. The Lancet, 404(10452), 572-628. [online] 资料来源：https://doi.org/10.1016/S0140-6736(24)01296-0
4. 参考资料：Croucher Foundation. (2022). Detecting Alzheimer's disease through our retinas. [online] 资料来源：https://croucher.org.hk/en/news/detecting-alzheimer-s-disease-through-our-retinas

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【友邦峻宇会会员尊享】免费体验大脑健康计划

合资格会员	**友邦峻宇会所有会员**，且于登记及享用礼遇时会籍须维持有效。
会员通讯	此礼遇将于 2026 年 7 月 8 日透过电邮通知于 AIA 留有电邮地址纪录，并已同意接受 AIA 直销推广讯息（opt- in）的合资格会员，相关通讯样本已载于本通告的附录以供参考。
登记期	2026 年 7 月 9 日中午 12 时正至 7 月 15 日晚上 11 时 59 分（香港时间） 或至礼遇额满为止（以较早时间为准）
参加方法	**合资格会员需于登记期内登入 AIA+ 手机应用程式前往「友邦峻宇会」专区并选择心仪的时段*登记**。如会员在透过 AIA+手机应用程式登入会员专区或登记礼遇时遇到任何问题，可致电友邦峻宇会会员专线 (852) 2200-6628 (专线只供友邦峻宇会会员使用)。 **请注意：一经选择时段并成功提交报名后，将不可更改或改期。*
确认通知	如成功获得名额，确认电邮将于 **2026 年 7 月 17 日或之前**发送至会员于 AIA 登记的电邮地址。
服务时段	可供选择之时段： 2026 年 7 月 21-23 日 及 7 月 28-30 日 | 上午 11 时至下午 4 时半 每时段名额有限，先到先得，额满即止。
服务地址	Humansa 旗舰店 I 维港文化汇 香港九龙尖沙咀梳士巴利道 18 号维港文化汇 K11 ATELIER 18 楼 1801 室
计划详情	• **i-Cog 视网膜成像**：利用 AI 非入侵性技术进行视网膜影像分析，以评估认知健康状况。 • **蒙特利尔认知评估（MoCA-5）**：只需约 5 分钟，便能针对记忆力和多项认知功能作出客观评估。 • **脑健康指数**：评估日后出现认知衰退的风险。 • **健康咨询**：根据报告提供可行的日常生活健康建议。 • **引导冥想**：专注于呼吸和身体感知，助快速平静心灵、放松身体并更加集中。

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T : (852) 2881 3333

AIA.COM.HK

Memo

如何查阅合资格客户名单:

财务策划顾问可透过以下途径查阅友邦峻宇会会员名单。

温馨提示：

- 请注意，于接触客户前请必须检查客户是否已选择拒收讯息。如是，请您必须取得客户明确的口头同意后，透过 eAC 填报转为 Opt-in，客户收到确认电邮或短讯后，才可进行直接促销 (包括提及此会籍相关资讯)。
- 财务策划顾问不应利用友邦峻宇会所提供的福利及以往曾提供的活动作为诱因，从而进行受规管活动。财务策划顾问应根据产品的适合性及客户的可承受能力进行任何受规管活动。
- 法规要求财务策划顾问只可向已 Opt-in 客户介绍公司任何产品或推广资讯。
- 请您必须与客户分享有关此会籍之条款及细则的连结 (按此)。
- 未有选择接受直销推广讯息(即为 opt- out)之客户，除了可致电友邦峻宇会会员专线进行查询外，亦可随时更新其接受直销推广讯息喜好及登记电邮地址，以便更快收取会籍迎新及其他会籍的最新消息。

方法一：营业员专页 (eAC) > 客户名单 (其他)

作为合资格客户的最新服务财务策划顾问，您可登入营业员专页(eAC) > 竞赛及成绩 > 竞赛报告 > 客户名单 (其他) >「友邦峻宇会」合资格会员名单



方法二：营业员专页 (eAC) > 保单查询系统(PES)

作为合资格客户的财务策划顾问，您可登入 PES 查阅客户是否合资格客户及其会籍级别（如有）。

1. 登入 eAC > PES，搜寻保单号码



友邦峻宇会会员如何在 AIA+ 手机应用程序的会员专区兑换礼遇：



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附件：會員通訊 – 電郵

附件：会员通讯 – 电邮

Appendix: Member Communications - Email

繁體版 (TC version)	英文版 (EN version)	簡體版 (SC version)
		
點擊此處了解詳情	Click here for details	点击此处了解详情

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