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AIA Hong Kong
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183 Electric Road
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Memo

Attn:	All EDD & Honourable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong)	From:	Min Su Victor Man
Copy:	Mr. Alger Fung / Ms. Amelie Shen / Ms. Amy Chan / Mr. Louie Ho / All Department Heads / ABDD Executives / CSBD Executives / IVS Executives / Contact Centre	Dept:	Corporate Solutions
Date:	03 July 2026	Total pages:	4

Subject: **(A260746) 啟用MindAid「營業同事專用賬戶」及客戶 MindAid 專屬獎賞**
Activation of MindAid "Exclusive Account for Financial Planners" and Client MindAid Exclusive Rewards

好消息！團體保險客戶（「客戶」）**專享 — 心理健康平台 MindAid** 自推出以來深受客戶歡迎。為讓營業同事親身體驗並向客戶推廣這項優質增值服務，企業業務現已特別為大家開通**「營業同事專用賬戶」**。**營業同事只需透過簡單 4 步曲，將指定的模擬團體醫療保單連結至 AIA+ 賬戶，即可使用 MindAid 的各項功能**，詳情如下：

合資格營業同事：	於 **2026 年 3 月 31 日或之**前於 AIA 持有有效保險牌照，及**未持有營業員團體醫療計劃（CB）**的營業同事
啟用「營業同事專用賬戶」：	- 只需透過**簡單「4 步曲」進行連結至 AIA+**，即可即時啟用 MindAid 的各項功能（詳情請按此參閱啟用指引）。 - 成功連結後，可點擊 AIA+ 底部的「健康全程」進入「MindAid」；或於「全部」頁面進入 MindAid。
備註：	此模擬團體醫療保單不包括任何團體保險福利及保單條款
MindAid 的特點： （詳情請按此參閱）	1. 服務時間為星期一至星期六，上午 10 點至晚上 9 點（公眾假期除外） 2. 免費及無限次的文字聊天心理健康支援 3. 提供情緒日誌、心理健康問卷、文章與影片功能

企業業務將安排**兩場網上簡介會**，詳細講解如何啟用「營業同事專用賬戶」，歡迎營業同事透過 iEvent 報名參加。詳情如下：

簡介會日期及時間：	**第 1 場：2026 年 7 月 14 日，下午 4 時 30 分至 5 時** （按此前往 iEvent <ID: 1439> 報名） **第 2 場：2026 年 7 月 16 日，下午 4 時 30 分至 5 時** （按此前往 iEvent <ID: 1440>報名）
備註：	1.報名截止日期：2026 年 7 月 12 日 2. 簡介會連結將於成功報名後，於 2026 年 7 月 13 日透過電郵發送。

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為鼓勵更多客戶踏出第一步，管理心理健康，企業業務特別推出**客戶 MindAid 專屬獎賞**！客戶只需完成指定任務，即可獲贈 **AIA 友 Points** 及**豐富大獎**，更有機會**獲邀參加江門兩日一夜健康輕鬆之旅**。詳情如下：

任務日期：	2026 年 7 月 6 日至 8 月 30 日
任務內容及獎賞：	**任務一**：首次使用 MindAid 並更新 MindAid 個人資料即可獲 **999 足金金貼 2 毫克**（名額：100 個，先到先得）。 **任務二**：每週進行 2 次情緒日誌打卡即可每週賺取 **250 AIA 友 Points**，**8 星期內最高可達 2,000 AIA 友 Points**（每週名額：10,000 個，先到先得）。 **任務三**：完成一次文字聊天即可獲 **AKG PRO 或 AKKBOOM 保健品一瓶**（名額：100 個，先到先得）。 **任務四**：6 星期每週完成 2 次心情紀錄打卡，並參與一次文字聊天即有機會**獲邀參加江門兩日一夜健康輕鬆之旅**（名額：30 個，先到先得）。
備註：	1. MindAid 專屬獎賞內容會於 **2026 年 7 月 3 日起**以電郵形式發放予客戶（按此參閱電郵範本）。 2. 有關各項任務的詳情及條款與細則，請參閱 AIA+ 內相關的任務頁面。

立即邀請客戶使用 MindAid，完成任務！

MindAid 的條款及細則：

1. 「MindAid」提供的服務(「服務」)只適用於 AIA 指定團體保險產品之合資格受保人，服務只於香港提供。
2. 受限於個別保單的條款及細則，服務為額外增值服務，並不構成保障內容的一部分，並且非保證。
3. 服務由指定獨立第三方服務供應商 – Whitecoat Holdings Pte. Ltd.(「服務供應商」)提供，及受服務供應商的相關條款及細則約束。請於使用服務前閱讀其條款及細則。
4. AIA 有權隨時修訂、暫停或終止服務、服務的任何部分、服務供應商，或修改任何相關條款及細則，而毋須另行通知，並保留絕對酌情權。如有任何爭議，AIA 保留最終決定權。
5. AIA 並不是服務供應商或其中介。AIA 就服務的質素及其可用性不作陳述、保證或承諾，並且不會就服務供應商所提供的服務，或因該等服務而引致或與之相關的任何損失、責任、傷害、索償或損害承擔任何責任或義務 (包括但不限於使用或依賴服務所提供的資訊)。在任何情況下，AIA 均不會就提供服務時的作為、不作為或疏忽承擔任何責任或義務。
6. 服務供應商提供的任何服務、產品或任何類型的招攬並非由 AIA 銷售或推廣，且 AIA 不對服務供應商提供的任何服務、產品或任何類型的招攬承擔責任及/或義務。
7. MindAid 提供的文字聊天心理健康支援，將於指定服務時間內，由服務供應商指派的心理學家或輔導員提供，並視乎當時的可供應情況而定。
8. 服務僅供一般資訊參考，請注意所有服務均不適用於緊急護理。如現時或曾經有任何心理健康狀況，或正在接受任何心理健康服務，或有任何疑問或查詢，請立即向註冊醫生及/或合資格的醫療專業人士尋求獨立意見。 請不要忽視或延遲尋求醫療建議和治療。
9. 請注意合資格 AIA 團體保險產品下的實際理賠金額將以提交完整的理賠文件、受保人於合資格計劃下可享的保障內容、不保事項、保單契約、條款及細則為準。詳情請向 AIA 查詢。

如有任何查詢，歡迎與負責 貴區之企業業務營業拓展部同事聯絡。

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Good News! MindAid, our exclusive mental wellness platform for Group Insurance Clients ("Clients"), has been well received since its launch. To enable Financial Planners to experience this high-quality value-added service firsthand and promote it to clients, Corporate Solutions has specially activated an **"Exclusive Account for Financial Planners"** for everyone. **Financial Planners can enjoy full access to MindAid's features simply by following 4 steps to link the designated mock Group Insurance Policy to their AIA+ account**. Details are as follows:

Eligible Financial Planner:	Financial Planners who held a valid insurance license with AIA **on or before 31 March 2026**, and who **do not have a Career Benefits Group Insurance Policy (CB/ Non-CB)**
Activate "Exclusive Account for Financial Planners" :	- **Link the account in AIA+ in just 4 Steps** to instantly activate all features of MindAid (please click here to refer to the Activation Guide for details). - After successfully linking the account, you can click "Health" at the bottom of AIA+ to enter MindAid; or access MindAid from the "Menu" page.
Note:	This mock Group Insurance Policy does not include any group insurance benefits or policy terms
Features of MindAid: (Please Click Here for Details)	1. Servicing hours are Monday to Saturday, from 10:00am to 9:00pm (exclude public holidays) 2. Unlimited free-text chat mental wellness support 3. Include functions of mood log, mental health questionnaire, articles and videos

Corporate Solutions will arrange **two online briefing sessions** to provide detailed guidance on how to activate "Exclusive Account for Financial Planners". All Financial Planners are welcome to register via iEvent. Details are as follows:

Briefing Session Date and Time:	**Session 1**: 14 July 2026, 4:30pm – 5:00pm (Click here to register on iEvent <ID: 1439>) **Session 2**: 16 July 2026, 4:30pm – 5:00pm (Click here to register on iEvent <ID: 1440>)
Remarks:	1. Registration Deadline: 12 July 2026 2. The briefing session link will be sent on 13 July 2026 via email upon successful registration.

To encourage more clients to take the first step to manage mental health, Corporate Solutions have launched **Client MindAid Rewards**! Clients who complete the designated missions can **earn AIA+ Points and various prizes**, with a chance to be invited to join a **2-day, 1-night wellness getaway to Jiangmen**. Details are as follows:

Mission Period:	6 July to 30 August 2026
Mission content and rewards:	**Mission 1:** First-time MindAid users who update personal profile in MindAid can get a **999 pure gold sticker 2mg** (Quota: 100, on a first-come, first-served basis) **Mission 2:** Mood log check-in twice per week can earn **250 AIA+ Points weekly**, **up to 2,000 AIA+ Points in 8 weeks** (Quota: 10,000 per week, on a first-come, first-served basis) **Mission 3:** Complete one session of text-chat can get **a bottle of AKG PRO/ AKK BOOM supplement** (Quota: 100, on a first-come, first-served basis) **Mission 4:** Complete mood log check-in twice a week for 6 weeks and participate in one session of text-chat to be invited to the **2-day, 1-night wellness getaway to Jiangmen** (Quota: 30, on a first-come, first-served basis)
Note:	1. Details of the MindAid Exclusive Rewards will be sent to customers via eDM starting from 3 July 2026. (Click here to view eDM template) 2. For details, terms, and conditions of each mission, please refer to the respective mission pages within the AIA+ mobile app.

Invite clients to use MindAid and complete the mission!

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Terms of conditions of MindAid:

1. The services under MindAid ("Services") are only available to the eligible insureds of AIA's designated group insurance product(s), the service is only provided in Hong Kong.
2. Subject to the terms and conditions of the relevant policy, the Services are value-added services and do not form part of the contractual benefit and are non-guaranteed.
3. The Services are provided by the designated independent third-party provider, Whitecoat Holdings Pte. Ltd. ("Service Provider"), and are subject to the terms and conditions as stipulated by the Service Provider. Please read such terms and conditions before using the Services.
4. The Services are subject to change from time to time at AIA's sole discretion. AIA reserves the right to amend, suspend or terminate the Services, any part thereof, service provider(s) or change any terms and conditions relating thereto at any time without prior notice at its absolute discretion. In the event of dispute, AIA reserves the right of final decision.
5. AIA is not the service provider, or the agent of the service provider, of the Services. AIA makes no representation, warranty or undertaking as to the quality and availability of the Services, and shall not be responsible or liable for the Services provided by the Service Provider, or any loss, liability, injury, claim or damage arising from or relating to the Services (including but not limited to the use of, or reliance on, the information provided under the Services). Under no circumstance shall AIA be responsible or liable for the acts, omission or negligence in provision of the Services.
6. Any service, product or solicitation of any kind provided by the Service Provider are not sold or promoted by AIA, and AIA shall not be responsible and/or liable for any service, product or solicitation of any kind provided by the Service Provider.
7. The text-chat mental wellness support under MindAid will be provided within the designated service hours by the psychologist or the counsellor as designated by the Service Provider subject to availability at the time of support.
8. The Services provide general information for reference only and shall not be considered as a medical advice, diagnosis or treatment. Please note that none of the Services is applicable for emergency care. If you have or have had any mental health conditions, or you are receiving any mental health service, or you have doubts or enquiries, please seek independent advice from the registered medical practitioners and/or qualified healthcare professionals immediately. Please do not ignore or delay seeking medical advice and treatment.
9. Please take note that the actual claim reimbursement under the eligible AIA group insurance product(s) shall be subject to the provision of complete claim documents, insured's benefits entitlement, exclusion, policy contract, terms and condition of the eligible product(s). For details, please contact AIA for enquiry.

If you have any questions, please contact your designated CSBD Agency Executives.

Yours faithfully,

Min Su
Head of CS Digital and Health

Victor Man
Head of CS Business Development,
Agency Distribution, Corporate Solutions

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