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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:	28 August, 2026		

Subject: A260876 **全新進化《危疾天書 2026》正式推出**
Introducing the Enhanced "CI Masterbook 2026"

Please refer to page 3 for the English version of this memo.

*當危疾來臨，最可怕的不只疾病本身，而是準備不足。*為助客戶認清風險、規劃保障，**全新進化版《危疾天書 2026》**現已推出！聚焦 **AIA 創新產品及服務優勢**，全面整合**最新危疾趨勢**及 **AIA 理賠數據**，**加入多個真實客戶故事**，簡易呈現**危疾核心概念**，助你講解更專業。同時，**新增香港保險業聯會發布的「危疾定義標準化」簡介**，市場最新發展盡在掌握。

此外，親愛的「愛伴熊 OYS Bear」亦於《危疾天書 2026》再度登場！換上幾款全新造型，提醒大家睡眠、社交及放鬆玩樂對身心健康的重要性，與客戶建立更深情感連結，讓保障規劃更貼心、更有溫度。

*機會，在客戶尚未察覺的風險裏。*與客戶分享《危疾天書 2026》，將認知化為需求及行動，成為下一張保單的起點！

可分享予客戶 **危疾助銷必備工具**

- **一本看懂 保障的重要性與 AIA 的優勢**
- **適用於所有危疾產品**

👉立即瀏覽
繁體中文
簡體中文（快將推出）
英文（快將推出）



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故事　觸動客戶







數據　激發需求







您亦可登入 Agency Corner、AIA Smart 、i 學院 (iAcademy) 、Health Corner「健康專區」及 iEngage 瀏覽及下載以上工具。

- Agency Corner > 部門資訊 > 產品創新發展及執行部 > 危疾 > 「愛伴航」保險計劃 2 / 「簡緻• 愛伴航」保險計劃 / 簡護危疾保 / 多重智倍保 /「自在自選」危疾保 > 查看「助銷配套」
- AIA Smart > 資源中心 > 產品資料庫 > 危疾 > 「愛伴航」保險計劃 2 / 「簡緻• 愛伴航」保險計劃 / 簡護危疾保 / 多重智倍保 /「自在自選」危疾保 > 查看助銷配套
- i 學院 (iAcademy) > 網上學習
    1. 產品 > 危疾 > 危疾天書 CI Masterbook
    2. 銷售 > 危疾天書 CI Masterbook
- Health Corner「健康專區」 > 銷售及宣傳資料 > 宣傳資料
- iEngage > News Feed > 市場資訊及客戶推廣 > 市場推廣及助銷策略

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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When critical illness strikes, being unprepared can be just as devastating as the illness itself. To help customers better understand their risks and plan ahead, the enhanced **"CI Masterbook 2026"** is now available. Featuring **AIA's innovative product and service strengths**, it brings together **the latest critical illness trends**, **AIA claims insights** and **real customer stories**, presenting key CI concepts in a simple and engaging way to support more professional customer conversations. It also includes an **overview of the HKFI's new Standardised CI definition**, keeping you up to date with the latest market developments.

Adding a touch of warmth, our beloved **"OYS Bear"** returns in "CI Masterbook 2026" with a series of brand-new looks! Through themes such as quality sleep, social wellbeing and holistic wellness, OYS Bear helps spark meaningful conversations and build stronger emotional connections with customers, making protection planning more engaging.

Opportunities often begin with risks customers have yet to recognise. Share "CI Masterbook 2026" with your customers to turn awareness into action, and open the door to your next policy opportunity!

Can be shared with customers

A must-have tool to support CI sales

- **One Guide to uncovering protection needs and AIA's advantages**
- **Applicable to all CI products**

👉View Now

Traditional Chinese

Simplified Chinese (coming soon)

English (coming soon)



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Memo

Stories Touch Hearts







Data Drive Demand







You can also log in to Agency Corner, AIA Smart and iAcademy to view and download the above tools.

- Agency Corner > Departments > Product Innovation, Development & Delivery > Critical Illnesses > On Your Side Insurance Plan 2 / Essence – On Your Side Insurance Plan / Simple Care Essence / Smart Elite Ultra / AIA Assemble > View "Sales Enablement"
- AIA Smart > Resource Centre > Product Library > Medical > On Your Side Insurance Plan 2 / Essence – On Your Side Insurance Plan / Simple Care Essence / Smart Elite Ultra / AIA Assemble > View "Sales Enablement"
- iAcademy > E-learning Training >
    1. Product > Critical Illnesses > CI Masterbook
    2. Selling > CI Masterbook

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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