AIA Hong Kong
27/F Hopewell Centre,
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Memo

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong & Macau)	**From:**	Angela Yeung
		Dept:	Customer and Marketing
Copy:	Ms. Melissa Wong All Department Heads Macau CEO / ABDD Executives	**Total pages:**	6
Date:	24 September 2026		

Subject: **A260971** **【特選客戶專享獨家 3 重優惠】黃金周限定：送出逾 5,000 套香港摩天輪免費優先體驗門票連雪糕換領券**
【Enjoy 3 Exclusive Rewards for Selected Customers】Golden Week Special: Over 5,000 Sets of Priority Entry Tickets to HK Observation Wheel with Ice Cream Vouchers

特選客戶於 AIA+ 登記免費專享獨家 3 重優惠 (約值 HK$240)

雙人摩天輪門票 + 體驗特快通行

\+ 品嚐人氣雪糕

推廣期	**AIA+登記日期** 2026 年 9 月 24 日中午 12 時正至 9 月 28 日下午 2 時正（「推廣期」）（以 AIA 系統記錄之香港時間為準）。
特選客戶	以下為指定特選現有客戶 (「特選客戶」) 1. Recapture VIP 客戶 (通告 A260714) 2. 特選單一保單客戶 (通告 A260731) 3. 特選保險產品優易核保/簡易核保優惠特選保單客戶(通告 A260715)
禮品詳情	特選客戶於推廣期內於 AIA+ 成功完成登記，可享香港摩天輪門票及特快通行證 X 2 + 雪糕換領券 X 2 (套裝總值HK$236)(「禮品」)。 

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	門票詳情 **使用日期：**2026年10月1日至2026年10月7日 (每日名額750名，合共5,250名) (先到先得，額滿即止) **地點：**香港摩天輪 | 中環海濱AIA Vitality公園 註: • 每位合資格客戶只可獲享獎賞一次。 • 成功提交登記後，所選門票日期將不可更改、改期、轉讓或取消。 • 有關條款及細則, 請參閱附錄 1。
禮品派發	• 禮品將於 2026 年 9 月 30 日或之前以電郵方式及 AIA+發放予特選客戶。 • 於禮品發放時，特選客戶必須持有最少一份有效的 AIA「個人人壽」/「個人意外」保單，否則禮品或將被取消。
條款及細則	• 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。 • 有關條款及細則詳情，請參閱附錄 1。

其他注意事項：

1. 財務策劃顧問須提醒客戶人壽保險保單屬長期的保險合約，其設計及宗旨為保障人的壽命，通常涉及較長年期。客戶應根據自身的保障需要和保費負擔能力投保適合的保險產品。
2. 財務策劃顧問不應以推廣優惠作客戶投保之誘因，及影響客戶作出知情的投保決定。財務策劃顧問向客戶推介產品前須進行財務需要分析，以評估客戶的需要及承擔能力。客戶須根據自己的需要及承擔能力以決定保費。
3. 香港及澳門財務策劃顧問只能於所屬營業牌照境內進行受規管活動。所有銷售活動及投保申請必須在香港及澳門境內進行。
4. 財務策劃顧問必須遵守"為抵港抵澳內地人士銷售保險業務的營運指引"及與抵港抵澳內地人士相關的工作指引。
5. 於接觸保單持有人前，請您必須檢查保單持有人是否已選擇拒收訊息。如是，請勿在獲取客戶明確同意前進行直接促銷(包括促銷推廣活動的優惠) 。
6. 財務策劃顧問必須根據客戶實際需要而建議合適產品。如該產品及/或地區屬於須要完成財務需要分析，財務策劃顧問必須於進行產品推介或銷售前與客戶完成相關之財務需要分析。
7. 財務策劃顧問必須清楚理解產品特色，並在客戶查詢時提供正確之產品資訊，及與產品相關連的風險及主要不受保事項等。

推廣期有限，請把握推廣良機！

如有任何疑問，請電郵至客戶及市場策劃 (Customer and Marketing) AIAHK.CustomerExperience-ECM@aia.com

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Selected Customers Register via AIA+ to Enjoy 3 Exclusive Complimentary Rewards (Approx. Value: HK$240)

Two Hong Kong Observation Wheel Tickets + Fast Pass Experience + Savour a Popular Ice Cream

Campaign Period	**Registration Period in AIA+** 24 September 2026 at 12:00 noon to 28 September 2026 at 2:00 p.m. ("Campaign Period"), based on Hong Kong time as recorded by AIA's system.
Selected Customers	The following are selected existing customers ("Selected Customers"): 1. Recapture VIP Selected Customers (Memo A260714) 2. Single-policy-holding Customers (Memo A260731) 3. Selected customer for "Preferential Underwriting/ Simplified Underwriting Offer for Selected Insurance Products" (Memo A260715)
Gift Registration Details	Selected Customers who successfully register in AIA+ during the Promotion Period will be entitled to Hong Kong Observation Wheel Tickets with Fast Passes X 2 + Ice Cream Vouchers X 2 (Total package value at HK$236) (the "Gift").  **Ticket Details** **Validity period:** 1 October 2026 to 7 October 2026 (750 quotas available daily, with a total quota of 5,250 are available on a first-come, first-served basis, while stocks last) **Venue:** Hong Kong Observation Wheel | AIA Vitality Park, Central Harbourfront Notes: • Each eligible customer is entitled to receive the Gift once only. • Once the registration is submitted, the selected ticket date cannot be changed, amended, transferred, or cancelled. • Please refer to Appendix 1 for the full terms and conditions.

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Gift Distribution	• The Gift will be distributed to selected customers via email and through AIA+ on or before 30 September 2026. • At the time of Gift issuance, selected customers must hold at least one in-force AIA "Individual Life Insurance" / "Personal Accident (PA)" policy, otherwise, they may be disqualified.
Remarks	• All dates and times related to this campaign are based on AIA server records and Hong Kong time. • Please refer to Appendix 1 for full terms and conditions.

Other Points to Note:

1. Financial planners should remind customers that life insurance policies are long-term contracts of insurance, designed and intended to be in force over multiple years of a person's life. Customers should apply suitable insurance products based on their own protection needs and affordability.
2. Financial planners should not use promotion offers as the incentive for attracting customers to apply for an insurance plan and should not be used to distract customers from making an informed decision on whether or not to purchase the product. Financial planners must conduct financial needs analysis to assess the customers' needs and affordability before making product recommendation. Customers should decide the premium based on their needs and affordability.
3. This campaign can only be promoted within Hong Kong and Macau territory according to the agent's relevant license. All solicitation activities and insurance application must be conducted in Hong Kong and Macau territory.
4. Please follow the "Operating Guidelines For Agents On Dealing Insurance Business With Applicants / Policyowner from MCV Business" and MCV related guidelines.
5. Before contacting the policyholder, please check whether the policyholder is on the opt-out list or not. If yes, please do not conduct direct marketing before obtaining explicit consent from customers (including the promotional activities).
6. Financial Planners must recommend product to customers based on the customer's actual need. If the product concerned and/or Territory requires the completion of Financial Needs Analysis, Financial Planners must complete such analysis with customers before product recommendation / solicitation.
7. Financial Planners must familiarize with the product features, and explain clearly the key product features, risks and exclusions to customers upon receipt of customers' enquiries.

Limited-time offers! Please seize the sales opportunity!

Should you have any queries, please email to Customer and Marketing at AIAHK.CustomerExperience-ECM@aia.com

Best regards,



Angela Yeung
Head of Customer Value Growth and Digital & Design Experience

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附錄 1: 2026 第 3 季免費香港摩天輪門票及特快通行證 + 雪糕換領券 - 條款及細則

1. 本活動只適用於此宣傳資料內註明的 AIA 特選客戶 (「特選客戶」)。
2. 2026第3季免費香港摩天輪門票及特快通行證 + 雪糕換領券（「本活動」）之推廣期為2026年9月24日中午12時正至9月28日下午2時正（「推廣期」）（以 AIA 系統記錄之香港時間為準）。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（「本條款及細則」）。
3. 本活動只適用於特選客戶，並須同時符合以下所有條件（「合資格參加者」）：
   i. 持有最少一份有效 AIA 個人保險保單之現有客戶；
   ii. 年滿 18 歲或以上；
   iii. 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；
4. 首 5,250 名成功登記本活動的合資格參加者，可獲得以下禮品(「禮品」），名額共 5,250 份，先到先得，額滿即止。

禮品	名額
香港摩天輪門票及特快通行證 x 2 + 雪糕換領券 X 2 (套裝總值 HK$236)	5,250 名

5. 每位合資格客戶只可獲享禮品一次。
6. 成功提交登記後，所選門票日期將不可更改、改期、轉讓或取消。
7. 電郵通知和其他有關禮品換領信於送予得獎者後若有遺失或損毀，恕不補發。禮品不得轉讓、退換、 兌換現金或任何其他產品。
8. 禮品將於 2026 年 9 月 30 日或之前以電郵方式及 AIA+發放予合資格參加者。
9. AIA 並非禮品的供應商，並不就禮品承擔任何義務和責任。由禮品引起的任何爭議均由參加者和供應商直接解決。禮品之使用受限於供應商規定的條款和細則及不適用範圍。AIA 及供應商 保留將活動改期舉行之權利。
10. AIA 對本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。
11. 若本活動因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、 技術故障或任何其他 AIA 控制以外的原因，而破壞或影響系統安全性、公平性、誠信及本客戶活動的 正常運作，AIA 有權取消任何篡改參加程序的參加者的資格，而無須發出事先通知或安排。
12. 此宣傳資料只在香港及澳門發放。
13. 「AIA」是指友邦保險（國際）有限公司（於百慕達註冊成立之有限公司）之香港及/或澳門分行。「香港」及「澳門」分別指「香港特別行政區」及「澳門特別行政區」。

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Appendix 1: 2026 Q3 Free Hong Kong Observation Wheel Tickets with Fast Passes + Ice Cream Vouchers - Terms and Conditions

1. The Campaign is applicable to selected customers ("Selected Customers") listed in this document.
2. The promotion period for the 2026 Q3 Free Hong Kong Observation Wheel Tickets with Fast Passes + Ice Cream Vouchers (the "Campaign") is from 12:00 noon on 24 September 2026 to 2:00 p.m. on 28 September 2026 (the "Campaign Period"), based on Hong Kong time as recorded by AIA's system. By participating in the Campaign, participants acknowledge that they have read, understood and agreed to be bound by these terms and conditions (the "Terms and Conditions").
3. The Campaign is only available to Selected Customers who satisfy all of the following requirements (the "Eligible Participants"):
   i. is a policyholder with at least one AIA's in-force individual insurance policy, and
   ii. aged 18 or above, and
   iii. Is a user of the AIA+ mobile application and have linked at least one AIA individual insurance policy to their AIA+ mobile application account;
4. The first 5,250 Eligible Participants who successfully complete registration will be entitled to receive the following reward (the "Gift"). A total quota of 5,250 are available on a first-come, first-served basis, while stocks last.。

Gift	Quota
Hong Kong Observation Wheel Tickets with Fast Passes X 2 + Ice Cream Vouchers X 2 (Total package value at HK$236)	5,250

5. Each Eligible Customer is entitled to the Gift once only.
6. Once the registration is submitted, the selected ticket date cannot be changed, amended, transferred, or cancelled.
7. Email notifications or any other Gift redemption documents will not be issued in case of loss or damage. The Gift is non-transferrable, non-exchangeable, and cannot be redeemed for cash or substituted.
8. The Gift will be distributed to Eligible Participants via email and AIA+ on or before 30 September 2026.
9. AIA is not the supplier or the organizer of the Gift and shall not be liable for any responsibilities regarding the use or enjoyment of the Gift and shall not be responsible or liable for the Gift or anything related to it, including but not limited to the availability and quality of the event or any aspects related to it, including the availability of any event/activities.
10. AIA reserves the right to interpret the Terms and Conditions. For any dispute arising from the Campaign, AIA reserves the right of final decision.
11. If for any reason the Campaign is not capable of running as planned, due to infection by computer virus, bugs, worms, trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of AIA that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Campaign, AIA reserves the right to disqualify any individual(s) who tamper with the entry process without prior notice.
12. This promotional material is for distribution in Hong Kong and Macau only.
13. "AIA" refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability). "Hong Kong" and "Macau" refer to "Hong Kong Special Administrative Region" and "Macao Special Administrative Region" respectively.

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