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Memo

Attn.:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong and Macau)	**From:**	Andrew Tang
		Dept.:	Proposition & Healthcare Strategy, Business Activation & Analytics
Copy:	Mr. Alger Fung / Ms. Amy Chan / Ms. Alice Liang / Ms. Melissa Wong / Mr. Louie Ho / Mr. Chris Lau / All Department Heads / Heads of Agency Division / BPs / Call Centre	**Total pages:**	1 page + enclosure
Date:	27 October, 2026		

Subject: A261051 **全新「啟護您」- 癌症藥物保障隆重推出 助銷工具全面上線**
Introducing the new FutureShield Cancer Drug Plan with Sales Enablement Tools

全新**「啟護您」– 癌症藥物保障**現已正式推出！我們精心準備了一系列**助銷工具**，助您掌握產品亮點、市場趨勢及客戶需求，提供全方位銷售支援。配合全新增值服務**跨境癌症藥物支援**，我們亦推出服務簡介單張，深入介紹服務特色及價值，助您輕鬆開展銷售對話，回應客戶對癌症藥物開支上升及跨境醫療需求日益增加的關注。

面對高昂的癌症藥物治療開支，跨境尋求更先進、更相宜的治療已成為客戶對抗癌症的新趨勢。誠邀各位把握產品推出契機，與客戶展開健康規劃對話，助他們建立更安心的醫療後盾。

詳情請參閱附件頁 2。

Introducing the New FutureShield Cancer Drug Plan! To support the launch, we have prepared a suite of sales enablement tools to help you understand the key product highlights, market trends, and customer needs, providing all-round support for your sales conversations. In addition, alongside the new **"Cross-boundary Cancer Drug Support"** value-added service, we have developed a service leaflet that offers an in-depth overview of its key features and value proposition, enabling you to engage customers more effectively and address their growing concerns over rising cancer drug expenses and increasing demand for cross-boundary healthcare solutions.

In the face of costly cancer drug treatments, seeking more advanced and affordable medical solutions across borders has become a vital trend for customers fighting cancer. We encourage you to seize this product launch opportunity to initiate health planning discussions with your customers and help them build a more secure healthcare safety net.

For details, please refer to the enclosure page 3.

Best regards,

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

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附件

「啟護您」– 癌症藥物保障　產品簡介 可分享公眾及客戶

包括產品特點、市場資料，幫助客戶了解新產品的基本資訊。







香港
繁體版 PTA001439
簡體版 PTA001440
英文版 PTA001438

澳門
繁體版 PTA00116M
簡體版 PTA00117M
英文版 PTA00115M

跨境癌症藥物支援 服務簡介單張 可分享公眾及客戶

拆解跨境獲取癌症藥物的常見挑戰，簡介服務流程及特色，助客戶將跨境安排化繁為簡。





繁體版 PTA001442
簡體版 PTA001443
英文版 PTA001441

「啟護您」客戶故事微短劇系列 可分享公眾及客戶

三集情境短劇，窩心演繹癌症藥物保障及跨境支援重點，深入淺出呈現產品及服務價值，助您輕鬆與客戶分享。



《媽，抗癌跨境安心醫》
第 1 集 - 阿媽可能有癌症？
第 2 集 - 要用公營醫院自資標靶藥
第 3 集 - 跨境癌症藥物支援

產品精明包 可分享予客戶

薈萃癌症醫療洞察、產品優勢及實用案例，多角度拆解癌症藥物保障需要，助您靈活開展客戶對話。



繁體版　簡體版

產品一頁精華 可分享予客戶

一頁匯聚產品優勢、增值服務及客戶案例，提煉關鍵亮點，讓您快速掌握產品精華，高效與客戶分享。





繁體版　簡體版

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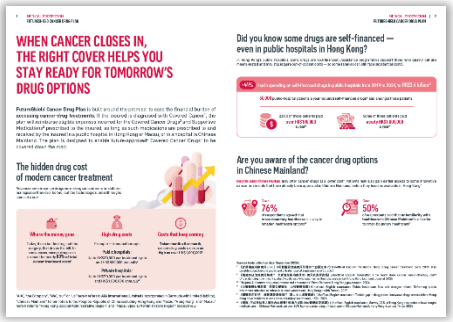
Enclosure

FutureShield Cancer Drug Plan Product Brochure

Sharable with public and customers

Includes key product highlights and market insights, helping customers understand the basic information of new products.







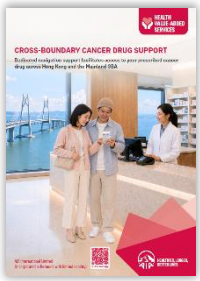
Hong Kong
English PTA001438
Traditional Chinese PTA001439
Simplified Chinese PTA001440

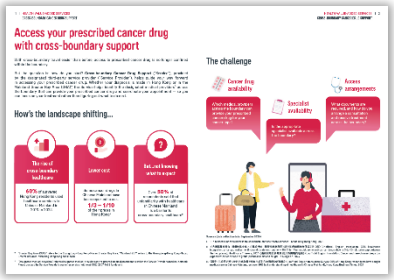
Macau
English PTA00115M
Traditional Chinese PTA00116M
Simplified Chinese PTA00117M

Cross-boundary Cancer Drug Support Service Leaflet

Sharable with public and customers

Analyzes the challenges of accessing cancer drugs cross-border, provides an overview of the service process and key features, and helps customer navigate complex cross-border arrangements.





English PTA001441
Traditional Chinese PTA001442
Simplified Chinese PTA001443

FutureShield Customer Story Mini Drama Series

Sharable with public and customers

A 3-episode mini-drama series that vividly illustrates the core highlights of our cancer drug protection and cross-boundary support. It breaks down the value of our products and services in an easy-to-understand way, making it effortless for you to share.



《媽，抗癌跨境安心醫》
EP1 - 阿媽可能有癌症？
EP2 - 要用公營醫院自資標靶藥
EP3 - 跨境癌症藥物支援

Smart Kit

Sharable with customers

Bringing together medical insights, product highlights, and practical cases, it analyzes the necessity of cancer drug protection from various perspectives, helping you initiate conversations with your customers.



Traditional Chinese Simplified Chinese

One-pager Spotlight

Sharable with customers

Consolidates product strengths, value-added services, and customer cases into one page — distilling key highlights so you can quickly master the essence of the product and efficiently share it with your customers.





Traditional Chinese Simplified Chinese

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「啟護您」–癌症藥物保障產品簡介 **FutureShield Cancer Drug Plan Product Brochure** **[增值服務]** **跨境癌症藥物支援服務簡介單張** **[Value-added service]** **Cross-boundary Cancer Drug Support Service Leaflet**	財務策劃顧問可即日起登入Agency Corner 下載中英文電子版本 印刷版本將於 2026 年 10 月 27 日起開始送抵香港及澳門各營業辦事處 The Chinese and English electronic version will be ready for download by financial planner in Agency Corner from today. Printed version will be delivered to agency offices in Hong Kong and Macau starting from 27 October 2026.
助銷工具 • **「啟護您」客戶故事微短劇系列** • **產品精明包** • **產品一頁精華** **Sales Enablement Tools** • **FutureShield Customer Story Mini Drama Series** • **Smart Kit** • **One-pager Spotlight**	財務策劃顧問可即日起登入 Agency Corner、AIA Smart、 iAcademy 和 iEngage 瀏覽及下載助銷工具 ○ Agency Corner > 部門資訊 > 產品創新發展及執行部 > 醫療 > 「啟護您」– 癌症藥物保障 > 助銷配套 ○ AIA Smart > 資源中心 > 產品資料庫 >醫療 > 「啟護您」– 癌症藥物保障 > 助銷配套 ○ (適用於香港地區之財務策劃顧問) i 學院 (iAcademy) > 網上學習課程 > 內部牌照> 「啟護您」– 癌症藥物保障線上學習及內部牌照評測 ○ (適用於澳門地區之財務策劃顧問) i 學院 (iAcademy) > 網上學習課程 > 內部牌照 > 澳門內部牌照 >「啟護您」– 癌症藥物保障線上學習及內部牌照評測 ○ iEngage > News Feed > 市場資訊及客戶推廣 > 市場推廣及助銷策略 The following sales enablement tools will be available for view and download by financial planner at Agency Corner, AIA Smart and iAcademy from today: ○ Agency Corner > Departments > Product Innovation, Development & Delivery > Medical > FutureShield Cancer Drug Plan > Sales Enablement ○ AIA Smart > Resource Centre > Product Library > Medical > FutureShield Cancer Drug Plan > Sales Enablement ○ (Applicable to Financial Planner in Hong Kong Region) iAcademy > E-Learning Training > Internal License > FutureShield Cancer Drug Plan Online Training and Internal License Test ○ (Applicable to Financial Planner in Macau Region) iAcademy > E-Learning Training > Internal License > Macau Internal License > FutureShield Cancer Drug Plan Online Training and Internal License Test

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