

This announcement is for information purposes only and does not constitute an invitation or offer by any person to acquire, purchase or subscribe for securities. This announcement is not, and is not intended to be, an offer of securities of the Company for sale in the United States. The securities described in this announcement have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the “U.S. Securities Act”) and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements under the U.S. Securities Act. There is not, and is not intended to be, any public offering of the securities described in this announcement in the United States.

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited and Hong Kong Securities Clearing Company Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



AIA Group Limited
友邦保險控股有限公司
(Incorporated in Hong Kong with limited liability)
Stock Code: 1299

AIA GROUP – FIRST QUARTER 2011 NEW BUSINESS HIGHLIGHTS
STRONG Q1 PERFORMANCE DEMONSTRATES
PROFITABLE GROWTH MOMENTUM

AIA Group Limited (“AIA”) is pleased to announce its new business highlights for the quarter ended 28 February 2011.

Strategy focused on value creation through profitable growth:

- Value of New Business¹ (“VONB”) up 21% to US\$182 million
- Group VONB margin² increased 130bps to 35.2%
- Annualised New Premium³ (“ANP”) sales up 17% to US\$512 million
- Total Weighted Premium Income⁴ (“TWPI”) up 12% to US\$3,303 million

KEY FINANCIAL SUMMARY

	1Q2011	1Q2010	Growth
Value of New Business (VONB)	182	151	+21%
VONB Margin (% ANP)	35.2%	33.9%	+130bps
Annualised New Premium (ANP)	512	437	+17%
TWPI	3,303	2,950	+12%

(US\$ millions unless otherwise stated)

Commenting on the figures, Mark Tucker, AIA's Group Chief Executive and President said:

“AIA has made a very positive start to 2011. The first quarter's strong new business figures demonstrate AIA's continued profitable growth momentum. Value of New Business, which is our stated primary performance measure, has increased 21% year-on-year. Our VONB margin has grown year-on-year by 130bps.

“This performance reflects the many actions we are taking to increase profitability. We are managing our product portfolio to improve new business value in all our operations across the region. We have launched targeted sales campaigns to promote AIA's strong capabilities in helping consumers meet their protection needs and close the substantial protection gap that exists across our markets. We also continue to make good progress on the implementation of our Premier Agency strategy to increase agency productivity and enhance the customer's sales experience.

“Asia's structural growth drivers make it the most exciting region in the world in which to provide long-term savings and protection products. We believe that AIA's distribution reach and product manufacturing expertise, strong financial profile, 100% ownership in 14 markets across Asia-Pacific and 100% focus on retail financial services provide a unique platform for future profitable growth.

“We continue to focus the entire organisation on capturing this tremendous opportunity for the benefit of our customers, shareholders and employees.”

SUMMARY FOR THE FIRST QUARTER

Operating conditions across our Asia-Pacific markets have remained favourable for life insurers during the first quarter of 2011.

However, the beginning of 2011 has been marked by natural catastrophes which have resulted in a devastating loss of life. While these events have had no material financial impact on our business, our thoughts are with the people affected as they go about recovering from the dreadful consequences of these tragedies.

Value of New Business (“VONB”) and VONB Margin

Value of New Business increased 21% year-on-year to US\$182 million, with a 130bps increase in VONB Margin compared with the first quarter of 2010.

Product mix changes and repricing actions were the main drivers of the increased margin. The product mix was improved by increasing the range of protection options within products and also repricing selected traditional life products. We are eliminating lower margin products, concentrating on regular premium business and reducing back-end loaded product structures. Hong Kong, Thailand and China benefited from these actions in particular and Singapore gained from a switch to higher margin investment-linked products. As expected, there was a decline in Korea following a very strong comparative result in the first quarter of 2010 and as we continued to re-position our business there.

We continue to reinvest AIA's strong cash flow generation in organic new business opportunities that generate net Group IRRs (“Internal Rates of Return”) of over 20%.

Annualised New Premium (“ANP”) and Total Weighted Premium Income (“TWPI”)

ANP has increased by 17% to US\$512 million. Hong Kong and Singapore were particularly strong with growth in excess of 30%.

TWPI has increased by 12% to US\$3,303 million. Thailand, Singapore, Malaysia, China and Other Markets⁵ all achieved double-digit increases in TWPI year-on-year.

We believe that TWPI provides a useful indicative measure of the pattern of potential emergence of IFRS operating profits for traditional business, as liabilities on traditional business are accrued when premium revenue is recognised.⁶

Outlook

We remain optimistic about market conditions for the remainder of 2011. The long-term drivers of organic growth across our Asia-Pacific geographies, both economic and structural, are firmly in place.

Our team has a proven track record of building profitable businesses in Asia and we will continue to execute our business plan to position all our businesses for sustained growth into the future.

Footnotes

- ¹ Growth is shown on a year-on-year basis unless stated otherwise.
- ² The calculation of VONB margin excludes corporate pensions business.
- ³ Annualised New Premium (“ANP”) represents 100% of annualised first year premiums plus 10% of new single premiums before reinsurance ceded.
- ⁴ Total Weighted Premium Income consists of 100% of renewal premiums, 100% of first year premiums and 10% of single premiums.
- ⁵ Other Markets refer to operations in Australia, the Philippines, Indonesia, Vietnam, Taiwan and New Zealand.
- ⁶ The Group IFRS operating profit definition does not include, amongst other items, any gains or losses on invested assets. IFRS profit before tax includes the shareholders’ portion of realised gains and losses, amongst other items, and excludes the policyholders’ portion relating to participating funds.

Notes

- 1 First fiscal quarter ends on 28 February 2011.
- 2 All figures are presented in actual reported currency and based on actual average exchange rates unless stated otherwise.
- 3 VONB is calculated based on assumptions applicable at the point of sale and before deducting the amount attributable to non-controlling interests. The amount of VONB attributable to non-controlling interests in the first quarter of 2011 was US\$0.7 million (first quarter 2010 US\$0.5 million). Economic assumptions are materially unchanged from those shown, as at 30 November 2010 in the 2010 full-year Preliminary Announcement released to The Stock Exchange of Hong Kong Limited on 25 February 2011. Non-economic assumptions used are based on those at 30 November 2010 updated to reflect the latest experience observed.

This announcement contains forward looking statements relating to AIA Group Limited that are based on the beliefs of our management as well as assumptions made by and information currently available to our management. These forward looking statements are, by their nature, subject to significant risks. When used in this announcement, the words “will”, “plan”, “should” and similar expressions are intended to identify forward looking statements. You are strongly cautioned that reliance on any forward looking statements involves known and unknown risks and uncertainties. Actual results and events may differ materially from information contained in the forward looking statements.

By order of the Board
Mark Edward Tucker

Executive Director, Group Chief Executive and President

Hong Kong, 18 April 2011

As at the date of this announcement, the Board of Directors of AIA Group Limited comprises:

Non-executive Chairman and Non-executive Director:

Mr. Edmund Sze Wing Tse

Executive Director, Group Chief Executive and President

Mr. Mark Edward Tucker

Independent Non-executive Directors:

Sir Chung-Kong (CK) Chow, Mr. Rafael Si-Yan Hui and Dr. Qin Xiao

Non-executive Directors:

Mr. Jack Chak-Kwong So, Mr. Jeffrey Joy Hurd and Mr. Jay Steven Wintrob