



Press Release

AIA LIFE INSURANCE SIGNS AGREEMENT WITH HSBC TO IMPLEMENT ELECTRONIC BILLS PAYMENT FOR CUSTOMERS

Ho Chi Minh City, 23 November 2009, AIA Vietnam has announced it will use HSBC's electronic bills payment service to collect insurance premiums and other payments from their customers.

Under a recent agreement between the two companies, AIA Vietnam's policyholders that bank with HSBC can initiate speedy and secure insurance premium and other payments from the comfort and convenience of their own homes or offices via HSBC's Personal Internet Banking (PIB) service, or from any HSBC's multi-functional ATM (MATM), 24 hours a day. Customers can register to use PIB free-of-charge service easily via HSBC's official website.

"In the past, our customers would pay their bills via bank transfer or cash payment at an AIA Vietnam branch. Now they can make payments via HSBC's electronic payment service at their convenience, from anywhere in the country and at any time of day," said Mr. Ly Thanh Nhon, AIA Vietnam's Director of Actuarial and Investment. *"Partnering with HSBC to offer a wider range of payment options translates to better customer service for our policy holders. Fully-electronic payments also mean that collection data is reconciled immediately, allowing us to divert more resources to developing more services for our customer benefits. It's win-win all around."*

"HSBC is very pleased to work with AIA Vietnam to provide our mutual customers with added convenience through our electronic bills payment service," added Thomas Tobin, CEO of HSBC Vietnam. *"Working together with AIA Vietnam, we can go beyond the customary limits of distance and time imposed on our customers by more traditional means of payment. With this electronic payment facility, our customers may save their valuable time. AIA Vietnam's insurance policyholders can now effectively remit payments for insurance premiums to AIA during any hour of the day, in more locations around Vietnam."*



About AIA Vietnam

AIA Vietnam is a 100 per cent foreign owned life insurer and a member of the AIA Group. AIA Vietnam offers a range of products that are designed to meet customer needs. AIA Vietnam officially started operations in Vietnam on February 2 2000, offering a wide range of life insurance products and services including saving, education, protection and universal life plans. With its headquarters located in Ho Chi Minh City, AIA Vietnam has constantly expanded its business through a network of branches, representative offices and general agent offices at 25 provinces and cities across the country.

With a long-term commitment to Vietnam, AIA Vietnam has been actively devoted to organising and participating in charity and social activities to support the community through out the country.

About HSBC Vietnam

HSBC has been in Vietnam for 138 years - the Bank first opened an office in Saigon (now Ho Chi Minh City) in 1870. The Bank officially started to operate as HSBC Bank (Vietnam) Ltd. on 1 January 2009 and is headquartered in Ho Chi Minh City. Currently the Bank's network includes one branch and four transaction offices in Ho Chi Minh City, one branch and three transaction offices in Hanoi and one branch in Binh Duong. HSBC is the largest foreign bank in Vietnam in term of investment capital, network, product range, staff and customer base.

For more information, contact

Mrs. Nguyen Thi Linh Dan
Director, Marketing and Corporate Communications
AIA (Vietnam) Life Insurance Company Limited
Tel: (08) 3810 8789
Mobile: 0903 953 100
Email: linh-dan.nguyen@aia.com

Ha Lam Tu Quynh (Ms.)
External Relations Manager-Group Communications
HSBC Bank Ltd. (Vietnam)
Tel: (84-8) 3520 4128
Mobile: 0919 336 679
Email: quynhltha@hsbc.com.vn