



亞洲保險  
ASIA INSURANCE

# Introduction of Asia Insurance Company Limited

**2024 version**



亞洲保險  
ASIA INSURANCE

**FOCUS ON**  
**COVERAGE AND CARE**

# About Asia Insurance

- Established in 1959 with **over 65 years of history**
- Headquartered in Hong Kong with **strong commitment in Hong Kong & Macau**
- A **Standard & Poor's "A"** Insurer Financial Strength Rating since 2007
- Top 10 General Insurer in Hong Kong, and **#1 Local Insurer**
- **Sustainable underwriting profits for years**
- **Socially responsible company:** 1<sup>st</sup> carbon neutral insurance company in Greater China and a 15 years+ Caring Company in Hong Kong

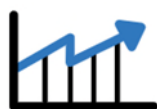


# Our Vision & Mission and Core Values



## Innovation

We believe continuous innovation is the gateway to business agility. We constantly look for new and disruptive strategies which meet the evolving needs of customers.



## Stability

Our financial strength is the bedrock of our insurance services. We ensure that all customers receive the maximum protection from their investment.



## Long term

We pride ourselves as a lifelong partner to our business partners. With a long-standing history of over 60 years, we are trusted by individuals, small-and-medium companies, quasi-government to large global and local conglomerates.



## Integrity

We are committed to serving our business partners and customers with the highest ethical standards, while meeting regulatory requirements in a sustainable and proactive way.



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## Our Vision

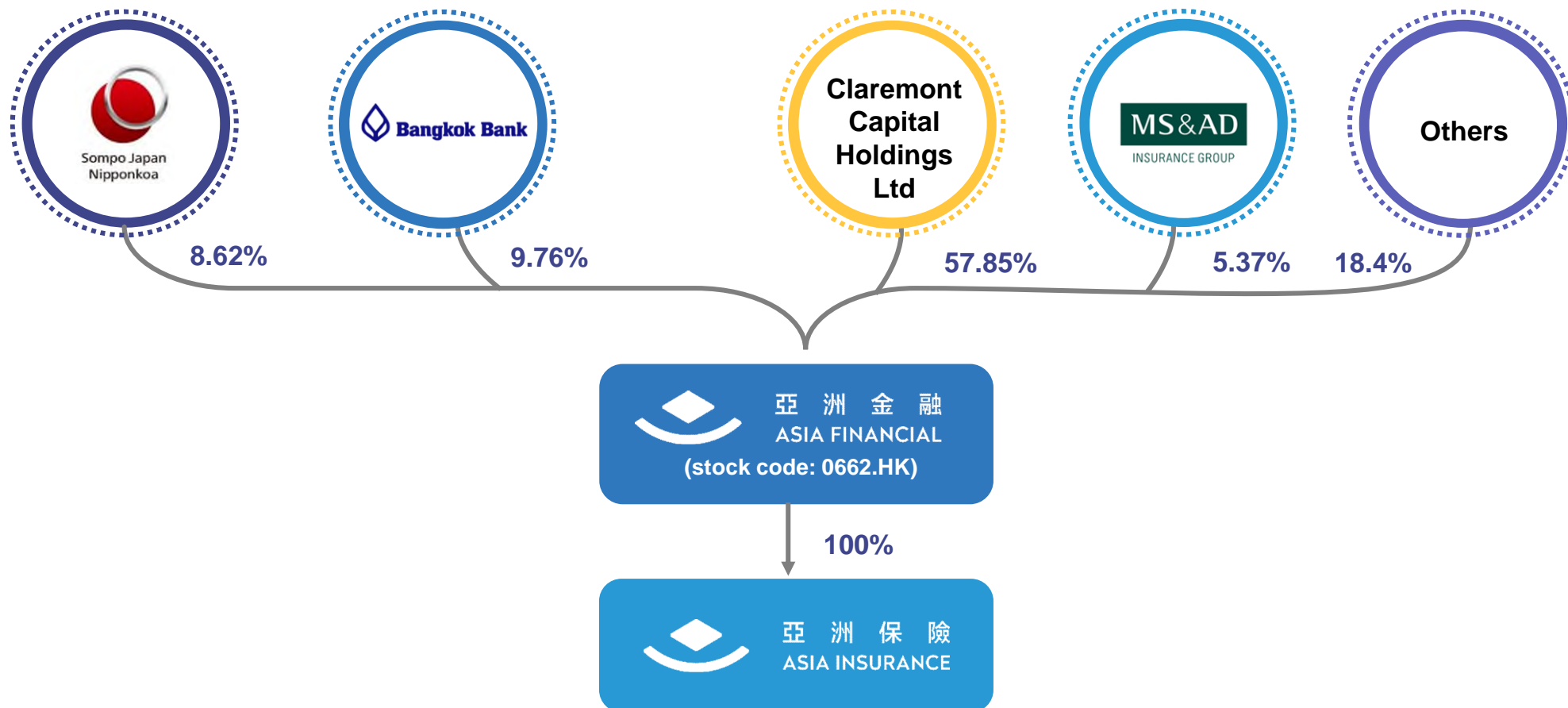
To be a leading general insurer in the Greater China region

## Our Mission

Using our financial strength to design, develop and distribute a broad portfolio of products through diversified distribution channels that offer superior coverage and care



# Our Shareholders



# Our Management



**Mr. Bernard Chan**  
**Chairman & President - Asia Financial Holdings**  
**Chairman - Asia Insurance**

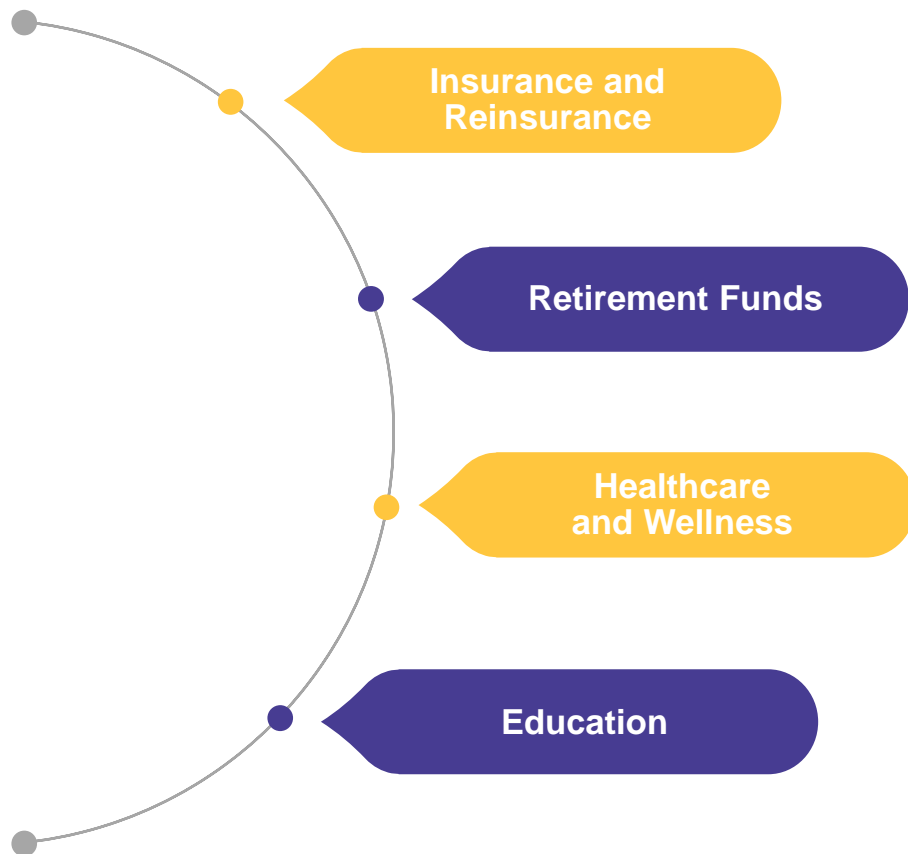
- Awarded the Grand Bauhinia Medal (GBM) by the Government of the HKSAR
- Member of Chief Executive's Council of Advisers – Regional and Global Collaborations
- Chairperson of The Hong Kong Council of Social Service
- Steward of The Hong Kong Jockey Club
- Also serve as board member of several local and overseas companies in financial services



**Ms. Winnie Wong**  
**CEO & Executive Director**  
**Asia Insurance & Avo Insurance**

- Convenor of New Business Committee of the Financial Services Development Council (FSDC)
- Past Chairman and current Governing Committee Member of the Hong Kong Federation of Insurers (HKFI)
- Appointed as Justice of Peace (JP)
- CEO of Aon Risk Solutions HK prior to joining Asia Insurance
- Appointed on numerous government, charity & university boards

# Asia Financial Holdings (AFH) Key Investments



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## Financial strength of AFH



Total Equity  
~ HK\$ 10.7 Billion

Total Assets  
~ HK\$ 15.0 Billion

Net Profit FY 2023  
HK\$ 346.8 Million

# Our Products



## Personal Insurance

At Asia Insurance, we know that you have your own specific protection needs. As a premium insurer who specializes in personal insurances, our goal is to provide you with the right solutions to meet your needs. Whether you need to protect yourself or your family, we can offer you a range of products to help you achieve your goals.



## Commercial Insurance

Every business has its own risks. Whether you are running a multinational corporation or a fast-growing local business, Asia Insurance is here to help companies like yours to manage diverse types and degrees of risks with confidence. We protect your company and staff in the proper way you can with our extensive ranges of products and services.



## Special Lines

Our specialist teams focus on risks where we have a distinctive level of expertise and knowledge. With specialist underwriting and risk management service from Asia Insurance, we deliver a wide range of special lines solutions and related coverage to help our customers across sectors and industries to manage a variety of speciality risks.



# Strengths of Asia Insurance

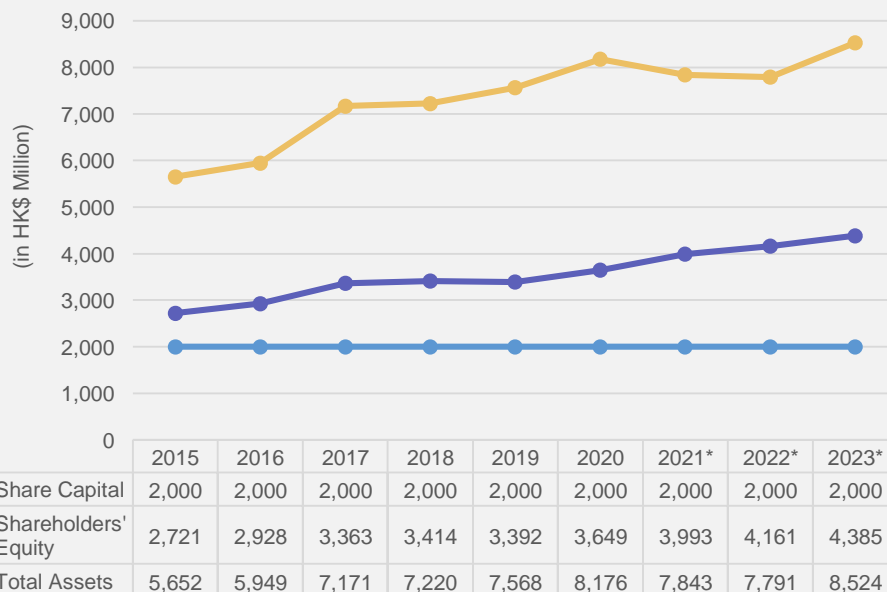


## 01 Financial Strength

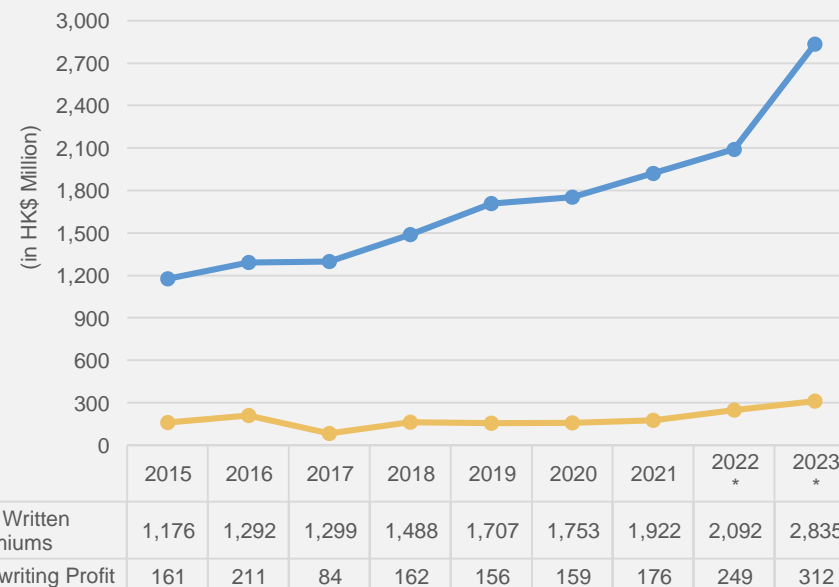


- **Total Asset** ~ HK\$ 8.5 Billion
- **Shareholders' Equity** ~ HK\$ 4.4 Billion
- **Share Capital** ~ HK\$ 2.0 Billion
- **Gross Written Premiums** ~ HK\$ 2.8 Billion

Company Asset Value



Company Premiums & Underwriting Profit



# Strengths of Asia Insurance



## 02 Stable, Professional and Experienced Team



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- With over 300 committed staff across Hong Kong, Macau, Mainland China & Shenzhen
- Experienced and flexible underwriters to handle agents and brokers' requests
- Flat organization structure allows quick decision-making and efficient turnaround time
- Professional, legally sound and stable Claims department, providing prompt and attentive claims management services
- Outstanding reinsurance systems help to spread our risks with trusted business partners

# Strengths of Asia Insurance



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- Diversified distribution network, including local agents, local and international brokers and banks
- Leading player in Macau
- Presence in Taiwan and Shenzhen
- Joint-ventures (affiliated companies) in Thailand, Indonesia, Philippines, Cambodia and Lao etc.
- Shareholder of insurers/reinsurers in HK & Mainland China



## 03

### Wide Distribution Network

# Strengths of Asia Insurance



## 04 Comprehensive Product Range



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- General insurance products, ranging from traditional to niche/specialty lines like Jewellers' Block, Bond, Prof. Indemnity & Med. Malpractice
- Group life & medical insurance products, ranging from tailor-made to packaged plans
- Voluntary Health Insurance Scheme (VHIS) plans
- Hong Kong China War Risk Syndicate – Unique Belt and Road initiative
- On-going product innovation & revamp





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