

PRIORITY PROTECTION WITH AIA VITALITY

Premium discounts explained

For Advisers

March 2024



HEALTHIER, LONGER,
BETTER LIVES

AIA Priority Protection with AIA Vitality protects what is most important to you and encourages you to live a healthier life. AIA Vitality is a personalised, science-backed program that supports you every day to make healthier lifestyle choices.

Apart from the amazing tools to improve your health and rewards to keep you motivated along your journey, it offers extra AIA Vitality discounts on top of the existing discounts on your Priority Protection premiums. AIA Vitality Starter* members are not eligible for Priority Protection or Priority Protection for Platform Investors' AIA Vitality membership discount.

Priority Protection Discounts Explained

Refer to the AIA Priority Protection [Product Disclosure Statement](#) for full details.

AIA HEALTH DISCOUNT

- Initial 5% discount when you first join
- Ongoing 5% as long as you maintain AIA Vitality status of Silver and above.



LUMP SUM BUNDLED DISCOUNT (LSBD)

- Requires all of the Lump Sum covers to be held, each with a premium of \$400 or more per year
- 4% discount on Lump Sum covers (10% if your client is also eligible for Healthier Life Reward)



AIA VITALITY MEMBERSHIP DISCOUNTS

- Requires opt-in to the health and wellbeing program with \$138 annual[^] fee
- Initial 17.5% Lump Sum discount
- Initial 7.5% Income Protection discount

[#] See discount flexing rules following the case study



BUNDLED DISCOUNT (BD)

- Requires both Income Protection Plan and eligible Lump Sum Plan to be held, each with a premium of \$700 or more per year
- 10% discount on Lump Sum covers (17% if your client is also eligible for the Healthier Life Reward)
- When you are eligible for both the BD and LSBD only the higher BD applies to your Lump Sum premiums



HEALTHIER LIFE REWARD (HLR)

- Requires AIA Vitality to be held by new customers who are non-smokers, in a healthy BMI range with no medical loadings
- 2.5% life-time discount on Lump Sum covers and an enhanced BD/LSBD
- Half of the AIA Vitality initial discounts will be fixed



* AIA Vitality and AIA Vitality Starter are provided by AIA Australia. Access to the AIA Vitality or AIA Vitality Starter program arises under, and is subject to, the AIA Vitality Terms and Conditions. AIA Vitality and AIA Vitality Starter partners, benefits and rewards are subject to change at any time. For the most up-to-date information and to view the AIA Vitality Terms and Conditions see aia vitality.com.au. Additional program partner terms and conditions may apply.











[^] AIA Vitality \$138 annual fee can be paid monthly, 6 monthly or annually.

Case Study







Marie is a 45 year old female non-smoker in a professional occupation who, with her financial adviser, decides to look at the below first year premium options based on an annual premium.

Option 1	Take out \$1 million of Life Cover, \$600,000 of TPD (Own Occupation) and \$200,000 of Crisis Recovery on a stepped premium basis
Option 2	On top of Option 1, also add an additional Income Protection CORE policy with an insured monthly benefit of \$6,000 and optional Claims Escalation on a stepped premium basis

Option 1 – when taking all Lump Sum covers

	Without any discounts	Without AIA Vitality	With AIA Vitality	AIA Vitality & HLR	AIA Vitality, HLR & AIA Health
Lump Sum Premium	\$2364	\$2274	\$2031	\$1886	\$1665
Savings	–	\$91	\$333	\$479	\$699
Discounts Included			 	  	   

Option 2 – when taking both Lump Sum covers and Income Protection CORE

	Without any discounts	Without AIA Vitality	With AIA Vitality	AIA Vitality & HLR	AIA Vitality, HLR & AIA Health
Lump Sum Premium	\$2364	\$2138	\$1919	\$1757	\$1681
IP Core Premium	\$4072	\$4072	\$3766	\$3766	\$3578
Total	\$6436	\$6210	\$5685	\$5524	\$5259
Savings	–	\$226	\$751	\$912	\$1177
Discounts Included			  	   	    

Case study notes:





For Lump Sum covers: Initial Selection Discount excluded. Yearly premiums, Stepped premiums, VIC stamp duty and policy fee included, AIA Vitality member premiums include the \$138 AIA Vitality contribution fee and the AIA Vitality initial discount of 17.5% for Lump Sum in this illustration.
 For Income Protection Core cover: Initial Selection Discount excluded. Yearly premiums, Stepped Premiums, Indemnity, Income Replacement Ratio: Flat 70%, Benefit Period 'To Age 65', 30 Day Waiting Period. VIC stamp duty included and the AIA Vitality initial discount of 7.5% for Income Protection.

Ongoing AIA Vitality savings

The AIA Vitality initial discounts can flex up or down each year depending on the engagement status at each policy anniversary. If Marie actively engages in the AIA Vitality program each year through her regular physical activities and preventative care actions, she will be able to maximise her on-going premium discounts as well as receive many other rewards for her shopping, gym, and flights.

The below table illustrates the flexing of AIA Vitality discounts, based on different scenarios of Marie’s engagement status in the following three years after she takes out the policy with AIA Vitality.

AIA Vitality Lump Sum (LS) discount starts at 17.5% | AIA Vitality Income Protection (IP) discount starts at 7.5%

Status	 PLATINUM	 GOLD	 SILVER	 BRONZE
Anniversary 1	+ 1%	- 0%	- 1.25%	- 2.5%
Anniversary 2	+ 1%	- 0%	- 1.25%	- 2.5%
Anniversary 3	+ 0.5% for LS (cap) + 1% for IP	- 0%	- 1.25%	- 2.5%

The AIA Vitality discount flexes between **0% to 20%** for eligible Lump Sum and Income Protection policies.

Policies eligible for the Healthier Life Reward receive an AIA Vitality discount flex between **8.75% to 20%** for Lump Sum and **3.75% to 20%** for Income Protection.

For more information, please refer to the [AIA Vitality Premium Adjustment Rules](#).



SCAN THIS QR CODE TO VIEW
THE AIA VITALITY PREMIUM
ADJUSTMENT RULES

Cumulative savings on insurance premiums

See how much Marie could save by achieving **Platinum status for 10 years** on top of the other AIA Vitality rewards:

Options	Premium Savings [^]		
	With AIA Vitality	With AIA Vitality & HLR	AIA Vitality, HLR & AIA Health
1. Lump Sum only policies	SAVE \$7,347 in total on LS	SAVE \$9,776 in total on LS	SAVE \$11,150 in total on LS
2. Lump Sum & Income Protection policies	SAVE \$6,888 on LS	SAVE \$9,585 on LS	SAVE \$10,852 on LS
	SAVE \$6,510 on IP	SAVE \$6,510 on IP	SAVE \$8,798 on IP
	SAVE \$13,398 in total	SAVE \$16,095 in total	SAVE \$19,650 in total

[^] AIA Vitality premium savings in the first 10 years if Platinum status is achieved every year. Consumer Price Index increases, Initial Selection Discount, AIA Vitality contribution fee and any potential changes to base premiums are excluded.

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