



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Australia and Colonial First State (CFS) renew group insurance partnership

Melbourne, 12 December 2024 – Life, health and wellbeing insurer AIA Australia has today announced that it has renewed its partnership with Colonial First State (CFS) to remain its group insurer, following a thorough review.

AIA Australia will continue to provide insurance to 200,000 members of CFS's FirstChoice Employer Super, Essential Super, and FirstChoice Wholesale Personal products.

AIA Australia CEO Damien Mu said that the team was extremely grateful for the opportunity to continue its partnership with the super fund for another three years.

"We are delighted to continue our partnership with CFS. Over the past three years, we have witnessed CFS's significant transformation, marked by innovation and growth. We look forward to supporting their continued progress in the coming years" Mu said.

"The renewal of our partnership highlights our dedication to creating exceptional customer experiences, promoting health through our comprehensive wellbeing program, where we strive to support members in their health journey by offering them products, programs and partnerships that help them whether they're well, unwell or recovering."

CFS members will also be able to access AIA Embrace, a holistic wellbeing ecosystem of programs and partnerships designed to support people's everyday health and wellbeing at every stage of life's journey. It provides support to members from prevention through to diagnosis, treatment, and recovery.

"We're delighted to be able to continue to create and deliver better experience and better health outcomes for CFS members," Mu added.

CFS CEO of Superannuation, Kelly Power, said: "The insurance cover we provide through superannuation plays an important role in helping our members achieve financial freedom."

"After a thorough review of our group insurance arrangements, we are pleased to be continuing our partnership with AIA. Our members will benefit from lower insurance premiums and will have access to a full range of health and wellness programs along with digital servicing tools that will make it easy to customise cover and claim," Power added.

-ENDS-

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About AIA Australia



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AIA Australia is a leading life insurance specialist with 50 years' experience and a purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, Commlnsure Life was integrated into AIA Australia. The lives of more than 3.1 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZLIF Life Insurance Company of the Year (2023, 2022), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at www.aia.com.au.

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