

# AIA ‘Imagine 3 months free’ offer – FAQs

## ‘Imagine 3 months’ insurance free’ offer

We’re offering customers up to three months’ premium free on eligible new policies (Campaign).

The first month’s premium free is triggered when customers apply for a new eligible AIA or ASB policy between 18 September 2024 and 22 November 2024, and have the policy issued by 23 December 2024.

The second month’s premium free will be triggered if the customer attaches and activates their AIA Vitality membership within six (6) weeks of the policy being issued.

The third month’s premium free will be triggered if the customer reaches AIA Vitality ‘Silver Status’ within ten (10) months of activating their AIA Vitality membership.

## FAQs

### 1. What are the qualifying policies?

For AIA policies:

- AIA Living – Personal (RC19)
- AIA Living – Business (RB19)
- AIA Private Health (HC19)
- AIA Private Health Plus (HC19)
- AIA Cancer Care (HC19)
- AIA Start-Up Income Protection (SU19)

For ASB policies:

- ASB Lifestyle Security Plan – Personal (ASBRC19)
- ASB Lifestyle Security Plan – Business (ASBRB19)
- ASB Start-Up Income Protection (ASBSU19)
- ASB Private Health (ASBHC19)
- ASB Private Health Plus (ASBHC19)

Please note that voluntary group AIA Living products and ASB Staff ASB Lifestyle Security Plan products are included in this promotion. Replacement of any existing policy or benefit is not included in this promotion unless there is an increase in cover. The AIA Vitality Membership fee is excluded from this campaign.

### 2. How does the campaign work?

- To trigger the first month’s premium free, the customer must apply for a new eligible AIA or ASB policy between 18 September 2024 and 22 November 2024, and have the policy issued by 23 December 2024. If the new policy replaces an existing AIA policy, there must be an increase in cover as part of the replacement to qualify for the Campaign.

- To trigger the second month's premium free, the customer must both attach and activate an AIA Vitality membership via the AIA Vitality app within six (6) weeks of the Eligible Policy issue date. Existing AIA Vitality members can trigger the second month's premium free if their AIA Vitality membership remains attached and activated six (6) weeks after the Eligible Policy issue date.
- To trigger the third month's premium free, the customer must achieve AIA Vitality 'Silver Status' or higher within ten (10) months of the AIA Vitality member activating their membership. Existing AIA Vitality members can trigger the third month's premium free if they've reached Silver Status or higher in their previous AIA Vitality membership year or they reach Silver Status or higher within ten (10) months of their Eligible Policy issue date.

**The following examples illustrate how the campaign works for different scenarios:**

- Scenario 1: Customer wants to increase cover from \$300,000 to \$500,000 and \$200,000 "top-up" is issued as a new policy – the new policy of \$200,000 qualifies for this campaign.
- Scenario 2: Customer wants to increase life cover from \$300,000 to \$500,000, and the change is put through as a cancellation of \$300,000 and new \$500,000 policy - the new policy of \$200,000 qualifies for the first month premium free campaign.
- Scenario 3: Customer has AIA Living Life cover and adds new Cancer Care policy. The premium of the new Cancer Care policy qualifies for this campaign.
- Scenario 4: Customer has AIA REAL Life Cover and wants to use the Special Events Increase facility to increase cover from \$300,000 to \$500,000. The increase of \$200,000 is issued as a new AIA Living policy – the new policy of \$200,000 qualifies for this campaign.
- Scenario 5: Customer has AIA REAL Life Cover and wants to use the Special Events Increase facility to increase cover from \$300,000 to \$500,000. The increase of \$200,000 is issued as a new AIA REAL policy – this does not qualify for the campaign.

**3. How will the credit work?**

Month	Eligibility	Credit application
Month 1	<p><b>Eligibility:</b></p> <ul style="list-style-type: none"> <li>• New policies</li> <li>• New and existing customers including top ups</li> </ul> <p><b>Non-Eligible:</b></p> <ul style="list-style-type: none"> <li>• Starter Plans</li> </ul>	<ul style="list-style-type: none"> <li>• Applied instantly at issuance.</li> <li>• <b>Monthly:</b> first month waived.</li> <li>• <b>Weekly or fortnightly:</b> regular payments waived for the first 30 days.</li> <li>• <b>Quarterly or annually upfront:</b> will be debited 2 and 11 months (respectively) once their policy is issued.</li> <li>• Where a partial premium payment is set up to align with other payment dates, a credit equal to one month's premium will be applied to the policy when it is issued. The credit will be applied to the partial payment, and the balance of the credit will be applied to the first full premium.</li> </ul>

<p><b>Month 2</b></p>	<p><b>Eligibility:</b></p> <ul style="list-style-type: none"> <li>• AIA Vitality attached and activated within 6 weeks of policy issued date.</li> <li>• New AIA Vitality members and existing AIA Vitality members who have purchased a policy and received Month 1.</li> </ul> <p><b>Non-Eligible:</b></p> <ul style="list-style-type: none"> <li>• Existing customer adding AIA Vitality to an existing policy.</li> <li>• Existing customer adding AIA Vitality to a replacement policy – as the new policy must have had underwriting.</li> </ul>	<ul style="list-style-type: none"> <li>• Voucher applied weekly once the customer activates AIA Vitality.</li> <li>• The credit will be applied towards future premiums payable.</li> <li>• For customers paying premiums in instalments, the credit will be applied to future instalments until it is used up.</li> <li>• <b>Annually upfront:</b> the credit will be applied to the following year’s annual premium.</li> <li>• In all cases, the amount credited is based on one full month’s premium for the new Eligible Policy as calculated at the time the policy is issued.</li> <li>• Where there has been an increase in cover, the amount credited is based on the increased portion of cover, as determined by us.</li> </ul>
<p><b>Month 3</b></p>	<p><b>Eligibility:</b></p> <ul style="list-style-type: none"> <li>• Customer has reached AIA Vitality Status of Silver.</li> </ul>	<ul style="list-style-type: none"> <li>• Voucher applied weekly once the customer reaches Silver Status.</li> <li>• The credit will be applied towards future premiums payable.</li> <li>• For customers paying premiums in instalments, the credit will be applied to future instalments until it is used up.</li> <li>• <b>Annually upfront:</b> the credit will be applied to the following year’s annual premium.</li> <li>• In all cases, the amount credited is based on one full month’s premium for the new Eligible Policy as calculated at the time the policy is issued.</li> <li>• Where there has been an increase in cover, the amount credited is based on the increased portion of cover, as determined by us.</li> </ul>

**4. Will we let customers know when they have received their premium credit?**

The customer will receive an email to their AIA registered email address when they have triggered each of the 3 different stages of the campaign.

**5. Are policy fees included in the campaign?**

Where the qualifying policy/policies are the only benefits/policies held with AIA, the monthly policy fee will also be waived for each free month.

**6. Is the AIA Vitality membership fee waived under the campaign?**

No, the AIA Vitality membership fee is not waived, and the customer must pay for this as the campaign only covers insurance premium for each month.

**7. Is AIA Vitality Starter included in the campaign?**

No, AIA Starter Plans are not included in this campaign however they continue to receive the first month free at any time.

**8. Do Special Event Increases (SEI) qualify for the campaign?**

Yes, as these are issued as New Business, premiums will be waived for the increased amount. The exception is SEI applied to existing AIA ex-branch policies when the increase is issued on a new AIA REAL policy. This does not qualify for the campaign.

**9. What happens if the customer buys multiple policies with AIA Vitality attached?**

Each new policy will receive the discount if it is within the eligible campaign criteria.

**10. What happens if there are multiple AIA Vitality memberships attached to the policy?**

If there is more than one AIA Vitality member attached to the policy, it will be sufficient for one of those members to meet the qualifying criteria to trigger the second and third month's premium free for the policy.

**11. What happens if only one of the multiple policy holders adds AIA Vitality?**

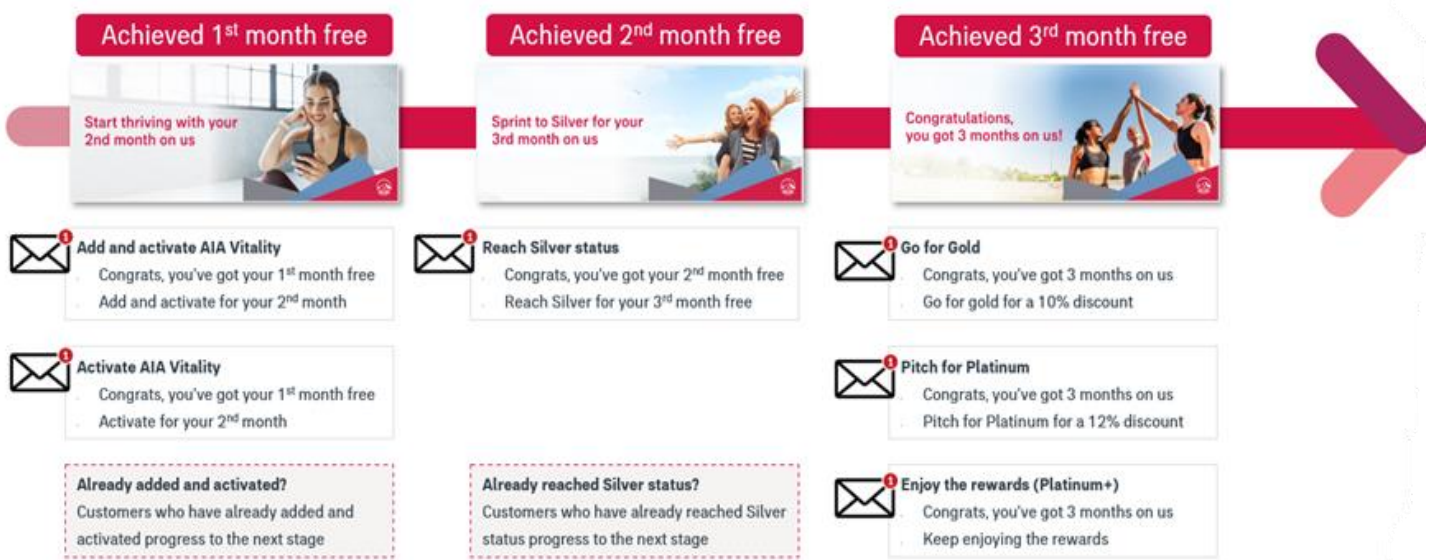
The policy will still be eligible for all stages of credits depending how that individual performs in reaching the target goals.

**12. Can customers get 2<sup>nd</sup> or 3<sup>rd</sup> month free if they already are at AIA Vitality Silver Status or higher?**

Yes. If the customer has already attached AIA Vitality and activated via the AIA Vitality app, the programme must remain attached and activated 6 weeks after policy/top up issue date to qualify for the 2nd month free. Existing AIA Vitality members can trigger the 3rd month's premium free if they've reached Silver Status or higher in their previous AIA Vitality membership year, or they reach Silver Status or higher within ten (10) months of their Eligible Policy issue date.

### 13. How are we communicating with customers?

Personalised communications will engage customers throughout the campaign. Target call to action will educate and encourage customers to achieve each milestone to secure maximum value. Campaign reminders will reinforce these opportunities, whilst AIA Vitality triggered comms will enable ongoing engagement.



### 14. Who can customers contact to talk about their AIA Vitality membership?

Customers can call 0800 242 888 or email [nzvitality@aia.com](mailto:nzvitality@aia.com) to discuss their AIA Vitality membership.

### 15. Who can customers contact to talk about the credit to their insurance premium?

Customers can contact our Customer Relationship Team via [Live Chat](#), or call us on 0800 500 108. Our team is available Monday to Friday, 8:30am to 5:30pm.

### 16. If my client meets the campaign requirements to receive 1, 2 or 3 months premium free, will this affect the adviser commission paid?

No, adviser commission rates (including as-earned commission) are not impacted by the free month premium waivers and will apply as per standard process. Note commission clawbacks will also remain under standard process and may apply.

### 17. If my client cancels their policy, will the free month's premium affect the clawback?

No, commission clawbacks will recognise the free month as paid as per standard process.