11TH ASIA TRUSTED LIFE AGENTS & ADVISERS AWARDS 2026

Asia Trusted Life Agents & Advisers Awards

THE WINNERS

Organisers

10 YEARS ANNIVERSARY | Asia Advisers Network

35TH ANNIVERSARY | Asia Insurance Review

Co-organiser

LIMRA

Strategic Partner

AIA

ORGANISERS

10 YEARS | Asia Advisers Network

35TH ANNIVERSARY | Asia Insurance Review

CO-ORGANISER

LIMRA®

STRATEGIC PARTNER

AIA

SUPPORTING ORGANISATIONS

Chartered Insurance Institute

FPAS
FINANCIAL PLANNING ASSOCIATION OF SINGAPORE
Member of FPSB

FSMA SINGAPORE
To Lead and Serve

HKFI 香港保險業聯會
The Hong Kong Federation of Insurers

IASL
Insurance Association of Sri Lanka

ifpas
INSURANCE AND FINANCIAL PRACTITIONERS ASSOCIATION OF SINGAPORE

PLIA Philippine Life Insurance Association, Inc.

LIA
Persatuan Insurans Hayat Malaysia
Life Insurance Association of Malaysia

Singapore College of Insurance

สมาคมประกันชีวิตไทย
The Thai Life Assurance Association

SCRUTINEER

KPMG

www.asiaadvisersnetwork.com/atlaa2026

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PATRON'S MESSAGE

It is a great pleasure to congratulate all the winners of the 11th Asia Trusted Life Agents & Advisers Awards.

For more than a decade, these Awards have recognised professionals who exemplify the highest standards of integrity, expertise and client service. Today's recipients represent the very best of our industry and the profound impact trusted advisers have on the lives of their customers.

Our industry continues to evolve rapidly as technology, customer expectations and demographic trends combine to reshape the landscape. Yet one important aspect of our business remains unchanging; **trust** is at the heart of every successful adviser-client relationship. The ability to provide sound advice, genuine care and lasting support remains fundamental to helping individuals and families achieve financial security and peace of mind.

The winners we celebrate this year have distinguished themselves not only through their achievements, but through their commitment to serving others. In doing so, they have helped strengthen confidence in our profession and advance its important purpose across Asia.

As protection, savings and retirement needs continue to grow across the region, and the role of life insurance agents and advisers **has never been more important**. Your dedication helps people navigate uncertainty and prepare for the future with greater confidence.

My sincere and heartfelt congratulations to all this year's award recipients and nominees.

I would also like to thank *Asia Insurance Review* and the *Asia Advisers Network* for their continued leadership in recognising excellence across our profession.

I wish you all a wonderful Awards event as you celebrate the exceptional achievements of our colleagues from across the profession.

Sir Mark Tucker
Founding Patron of the Asia Trusted Life Agents & Advisers Awards
Group Chairman, AIA Group

CEO'S MESSAGE

Embarking on the second decade of awarding agent excellence!

The Asia Trusted Life Agents and Advisers Awards embarks on its second decade and it is indeed a heartwarming and proud opportunity for *Asia Advisers' Network* (*AAN*) to honour the crème de la crème of life insurance agents in Asia, this time in Bangkok, Thailand.

AAN and *Asia Insurance Review* (*AIR*) are truly committed to maintaining the sanctity of the trophy and the integrity and watertight scrutiny that have shielded the prestige of the Awards trophy to this day.

This year, as we look forward to a grand night of celebration and seeing who takes the trophy, we would like to take this opportunity to thank our valued partners who have stood firm with us over more than a decade.

Firstly, it is an honour to have Sir Mark Tucker as our Patron since we launched these awards 11 years ago. Sir Tucker stood with us throughout the journey, encouraging us since day one and his endorsement of these awards has encouraged us to continue to hold the flame alive for the agents. We are most grateful to the panel of 13 judges for their hard work and commitment to this cause. The benchmark of integrity remained, not only from the quality of the judging panel but also the transparent and stringent process throughout, from launch of nominations to presentation of the awards tonight. By the time you read this, the winners would have been announced and again, we stress that the results were kept confidential under strict discipline of our scrutineer, KPMG. Nobody was privy to the results until the announcements tonight on stage.

To our strategic partner, AIA and co-organiser LIMRA, as well as all the regional associations that have lent their support, thank you. Your trust in us and these awards speaks volumes. These awards would not have been possible without your dedication and support.

Tonight, we congratulate those that made it through such vigorous testing via the stringent judging process. Tonight, we celebrate not only the winners, but also the finalists for your unrelenting commitment and tenacity in serving your clients with such passion. You have an X factor that is so powerful; never lose sight of how impressive you are, whether you take the trophy this year or not.

The competition gets tougher with each passing year. You have awed the judges with your dedication in breaking new records and we congratulate every one of you.

We have had a difficult year, with all the geopolitical unrests and challenges. What each year holds, we cannot predict. But we see the solid persistence you as agents have displayed through economic, financial, health and geopolitical strains.

More is demanded now than ever, as the industry faces new challenges and opportunities too, through greater innovation in AI and the digital revolution, new buying habits of the younger generation of clientele and added geopolitical crises. Even after 11 years, this is the trophy to win and we at AAN and AIR are humbled and indeed proud to have been a part of your journey.

The competition was tough, as the judges will agree and especially with the bar set so high, the judges had a tough time choosing the winners. We had more than 150 entries across 14 countries vying for this trophy and of this, 48 finalists from 39 companies from 13 markets made it through to the final judging round.

To our winners, heartiest congratulations!

To all the finalists, you are all winners. Keep powering through! Celebrate your achievements for making it thus far. The baton has been passed to you, our winners – carry the glory of your achievements as mentors for your sales force and future young leaders, to promote the good the insurance industry holds.

Thank you to our team at *AAN* and *AIR* for their hardwork, dedication and commitment as always. Nobody sees the sheer hard work that goes on behind the scenes to bring this spectacular night to you.

All the best! Live life with passion and health!

May the Year of the Fire Horse gallop with vigour, grit and prosperity for the industry!

Ms Sheela Suppiah
CEO,
Asia Insurance Review,
Middle East Insurance Review and
Asia Advisers Network

STRATEGIC PARTNER'S MESSAGE

Leading the next chapter of life advisory

Congratulations to all agents and advisers recognised at the 11th Asia Trusted Life Agents and Advisers Awards.

This honour reflects not only your achievements, but also your dedication to delivering trusted advice and meaningful outcomes for customers across Asia. In a rapidly changing world, your professionalism, adaptability and commitment to excellence continue to set you apart.

Today's customers face increasingly complex financial and protection needs. By combining expertise with empathy, you help them make informed decisions and build greater confidence in their future. Through your work, you strengthen families, communities and trust in our profession.

As we celebrate your success, let us also look ahead. Continue to embrace innovation, uphold the highest standards of advice and lead with purpose as our industry evolves.

While you have achieved remarkable success, it is essential to continue striving for excellence. Enhance your productivity, elevate your service standards and uphold the professionalism that distinguishes you in this industry.

Once again, congratulations to all nominees and winners. Together, let us continue to enable more people to live Healthier, Longer, Better Lives.

Mr Cai Wei Bing
CEO, Group Agency Distribution,
AIA Group

PROTECTING OUR COMMUNITIES EVERY DAY

Healthier, Longer, Better Lives

At AIA we have a clear purpose that underpins everything we do. In fact we are so driven by our purpose that we have set ourselves a goal of engaging one billion people to live Healthier, Longer, Better Lives by 2030. We are doing this because it is a statement of our ambition and because quite simply it is the right thing to do; reaching beyond our existing customer base, driving behavioural change and creating a healthier Asia. It is this purpose and ambition that drives each and every one of our agents to partner with customers on their health and wellness journeys.

HEALTHIER, LONGER, BETTER LIVES

AIA.COM

THE JUDGES

Mr Ahmad Zaki
Editorial Director,
Asia Insurance Review

Mr Alfred Cheung
Deputy Chairman, Life Insurance Council, Hong Kong Federation of Insurers

Deputy Chief Executive and Chief Sales Officer, BOC Group Life Assurance Company

Dr Ben Fok
President,
Financial Planning Association of Singapore (FPAS)

CEO, Bill Morrisons Capital

Based in Singapore, Mr Ahmad Zaki is the Editorial Director overseeing the editorial content for both *Asia Insurance Review* (*AIR*) and *Middle East Insurance Review* (*MEIR*).

A seasoned journalist, Mr Zaki has deep knowledge of insurance and risk management. He has a very easygoing yet professional approach to conducting interviews with clients and with a strong personal interest in technology, he takes a keen interest in innovation and AI and its role within the insurance industry.

Prior to joining *AIR*, he spent two years as Editor at Asia Business Journal, where he conducted interviews with CEOs and business owners across diverse industries, produced content for digital platforms and supported industry events and award ceremonies.

Mr Zaki holds a bachelor's degree in English language and literature from SIM University.

Mr Alfred Cheung is currently the Deputy Chief Executive and Chief Sales Officer in BOC Group Life Assurance Company (BOC Life), where he oversees overall business development. He leads all distribution channels including bancassurance, tied agency and brokerage as well as business partnerships. Prior to this, he was the Appointed Actuary of BOC Life, responsible for product pricing and valuation, asset-liability management and actuarial and financial risk management.

Mr Cheung also serves as Chairman of the Life Insurance Council (LIC) and a Governing Committee (GC) Member of HKFI. He also serves as Convenor of Sub-Committee on API and E-KYC under the InsurTech Task Force, a member of the professional standards Working Group and the Special Working Group on IA's Proposed Enhances Measures for Participating Policies of LIC. Additionally, he is a member of the Task Force on Greater China Affairs of GC.

He is a mentor for the Hong Kong Science & Technology Parks Corporation (HKSTP) and the Chinese University of Hong Kong (CUHK) MBA program. He holds a degree in Actuarial Science from the University of Hong Kong and an EMBA from the Chinese University of Hong Kong.

Dr Ben Fok is a recognised leader in Singapore's financial advisory profession, with more than three decades of experience spanning financial services, academia and professional development.

He is the CEO of Bill Morrisons Capital, a financial advisory company licensed by the Monetary Authority of Singapore and currently serves as President of the Financial Planning Association of Singapore. He was also conferred the IBF Distinguished Fellow (Financial Planning) in 2025, one of the highest professional honours awarded by the Institute of Banking and Finance.

Dr Fok is an adjunct faculty member at the Singapore University of Social Sciences (SUSS), where he contributes to postgraduate teaching and thought leadership in financial gerontology, retirement planning, longevity and the financial implications of ageing. He has played an active role in advancing curriculum development and professional standards in financial planning and is a frequent speaker and contributor on retirement adequacy, financial resilience and ageing-related issues.

Throughout his career, he has served on industry committees and advisory boards, helping to advance the professionalism of financial planning in Singapore and the region.

As a judge, he brings a balanced perspective that combines strategic leadership, technical expertise, academic rigour and practical industry experience, with a focus on innovation, professionalism, customer value, sustainable business growth and ethical excellence.

THE JUDGES

Ms Bonnie Godsman

President & CEO,
GAMA Global

Ms Bonnie Godsman joined GAMA Global 22 years ago, where she rose through the ranks to become Vice President for Corporate and Business Development. In this role, she oversaw all revenue departments at the association, including Membership, LAMP, Communications and PMG Corporate Relations.

Since her promotion to that position in 2012, GAMA has seen dramatic growth in revenue, membership, membership retention and LAMP attendance. In June 2014, Ms Godsman took the helm as GAMA's first and youngest, female CEO.

She brings a distinguished background in political affairs and finance. Her exceptional achievements were honoured when she was named the 2018 Finance CEO of the Year by CEO Monthly Magazine. As the President of Finseca, she oversees the international side of the organisation, known as GAMA Global. This requires her to stay up to date with the constantly evolving world of insurance, investment, and financial services domestically and internationally.

She strongly supports the financial security industry, the specific obstacles it faces and the important role it plays in serving families, businesses and communities

Mr Chai Sophonpanich

Chairman,
Bangkok Insurance Public Company

Mr Chai Sophonpanich, past Chairman of the Federation of Thai Insurance Organization and Past President of the East Asian Insurance Congress (1985-1986 and 2004-2005), is a leading and a revered elder in the Thai insurance market.

Having served five two-year terms as the head of the non-life body, he has spearheaded several initiatives to nurture the image of the industry as being more responsive to the needs of the people and the economy.

A science graduate from the University of Colorado, Mr Chai has been with Bangkok Insurance for 48 years. From 1978-2015 he was the Chairman and CEO of Bangkok Insurance. During this time, the company has grown to be a major player with a staff strength of more than 1,500.

Under his stewardship, the company received the ISO 9002 certification in 1997 and ISO 9001 in 2002, and on two occasions was named the best non-life insurer by the Thai regulator, for three consecutive years since its inception.

Mr Chai has also served several terms as Vice Chairman and Chairman of the ASEAN Insurance Council, an organisation which he helped pioneer.

He was named Personality of the Year at the inaugural Asia Insurance Industry Awards in 1996 and was honoured with Lifetime Achievement Award in 2015.

Mr Henry Cheng

Chairman,
Asia Pacific Financial Services Association (APFinSA)

Mr Henry Cheng is a distinguished insurance and financial services leader with over 40 years of industry experience. Believing insurance has the power to improve lives, he left his career as a social worker to pursue a vocation in financial services, building lasting client relationships through providing professional, personalised financial solutions founded on integrity, humility and genuine care.

Committed to leadership excellence and talent development, Mr Cheng leads his agency of more than 600 financial consultants at Prudential Hong Kong, earning him the reputation as one of the company's most esteemed agency leaders.

Beyond his corporate achievements, he contributed significantly to the advancement of the insurance profession through his service to industry associations. He served as President of the Life Underwriters Association of Hong Kong (LUAHK) in 2020 and was previously President of the General Agents and Managers Association of Hong Kong in 1998.

Mr Cheng chaired the Organising Committee of the 2019 Asia Pacific Life Insurance Congress (APLIC) in Hong Kong, attracting over 10,000 delegates from across the Asia-Pacific region to the record-breaking congress. In recognition of his leadership, he was appointed a Hong Kong Convention Ambassador by the Hong Kong Tourism Board in 2019.

Having served two consecutive terms as Honorary Treasurer of the Asia Pacific Financial Services Association (APFinSA) from 2021 to 2025, he currently serves as Chairman of APFinSA for the 2025-2027 term. He continues to champion professional excellence, regional collaboration and the advancement of the financial services profession across the Asia-Pacific region.

THE JUDGES

Mr Kenny Siu
Regional Director,
Hong Kong and Asia Pacific,
The Chartered Insurance Institute
Hong Kong

Mr Lasitha Wimalaratne
President,
Insurance Association of Sri Lanka (IASL)

Executive Director/CEO/Principal Officer,
HNB Life

Mr Rahul Hora
President & CEO,
Manulife Philippines

Mr Kenny Siu is Regional Director of the Chartered Insurance Institute (CII), leading membership engagement and professional support across Asia-Pacific. He brings substantial industry experience spanning general insurance, reinsurance and life insurance, together with a strong focus on advancing professional standards and strengthening the insurance profession across the region.

Prior to joining the CII, Mr Siu held senior local and regional roles with insurance companies in Hong Kong. He has also contributed more than three decades of service to the charitable sector, including serving as chair of a long-established Hong Kong charity from 2011 to 2014. He continues to provide executive leadership as the organisation's Executive Director, supporting charity management and community initiatives that advance social care, outreach and sustained philanthropy.

Recognised for building trusted relationships, engaging stakeholders at all levels and delivering practical outcomes, Mr Siu continues to support public confidence in the insurance and financial planning profession. His work contributes to strengthening the professional community and advancing the CII's mission to promote standards, professionalism and trust.

Currently serving as the Executive Director and CEO of HNB Life, Mr Lasitha Wimalaratne has over 28 years of experience in the insurance industry. His expertise spans insurance operations, underwriting, sales, marketing, product development, reinsurance and project management. Throughout his career, he has gained extensive experience with both leading multinational and local insurers, including Aviva, AIA, Union Assurance, Softlogic Life and HNB Assurance.

Mr Wimalaratne participated in several executive leadership and insurance technical programs, including Leadership at the Peak at the Center for Creative Leadership (CCL), Colorado Springs, USA; the Insurance Product Development Program conducted by FALIA, Japan; and the Life Insurance Technical Program conducted by Munich Re, Germany.

He has volunteered as a speaker and panellist at numerous international and local conferences and seminars. He has also served in several honorary leadership roles, including his current position as President of the Insurance Association of Sri Lanka (IASL). His previous appointments include 18th President of the Sri Lanka Insurance Institute (SLII), Founder Secretary General of the Association of Chartered Insurance Professional (ACIP) of Sri Lanka and Board Director of Biodiversity Sri Lanka. A Chartered Insurer and a Fellow Member (FCII) of the Charted Insurance Institute, UK.

He is a fellow of the Australian and New Zealand Institute of Insurance and Finance (ANZIIF) and an Associate Member of the Chartered Institute of Marketing, UK. He holds an MBA specialising in Marketing from the University of Wales, UK and a BA (Hons) in Business Studies from the University of Sunderland, UK.

Mr Rahul Hora is President and CEO of Manulife Philippines.

As President and CEO, Mr Hora is responsible for the development and execution of Manulife's strategy in the Philippines, supercharging the business so they can continue making every day better for more Filipinos.

He is an insurance industry veteran, having taken on various sales and distribution leadership roles in operations, agency and bancassurance across geographies. He joined Manulife from another multinational insurance company, where he held distribution roles at market and regional levels and most recently led their life and non-life insurance operations in the Philippines.

THE JUDGES

Mr Richard Wyber

Regional Managing Director,
Asia LIMRA LOMA (LLG)

Ms Sammi Ho

Associate Director,
Group Agency Distribution,
AIA Group

Mr Sara Lamsam

President,
Thai Life Assurance Association

CEO,
Muang Thai Life Assurance Public Co

Mr Richard Wyber joined LIMRA LOMA (LLG) in January 2023, focussing on the development and distribution of LLG programmes globally. Prior to joining LLG, Mr Wyber worked for AIA for 15 years in several roles spanning both the regional and Singapore business teams.

His experiences include Chief Partnership Distribution Officer, Regional Partnership Business Development as well as roles in health & wellness. Prior to AIA, Mr Wyber worked for Chubb Insurance based in Hong Kong. Having worked across Asian markets for nearly 25 years, he has a breadth of experience across distribution, products and solutions required to advance life insurance businesses.

He has a Master of Business Studies from Massey University of New Zealand and is based in Singapore with his family.

Currently serving as Associate Director, Group Agency Distribution, AIA Group, Ms Sammi Ho has more than 15 years of experience in insurance, business transformation, digital innovation and finance across Asia-Pacific. She has led regional initiatives that strengthened agency productivity, recruitment, advisor development and MDRT performance across multiple markets, delivering measurable business growth and capability enhancement.

Throughout her career, Ms Ho has spearheaded agency transformation, digital enablement, analytics-driven strategy and customer proposition initiatives. She has also led major regional leadership and recognition platforms, bringing together agency leaders and advisers from across Asia to share best practices and drive performance excellence.

A CPA Australia member, she holds a Master of Business, Bachelor of Commerce and Bachelor of Economics from the Australian National University. Beyond her professional achievements, she previously served as President and Director of the YWCA of Canberra, demonstrating a strong commitment to community leadership and governance.

Mr Sara Lamsam serves as the CEO of Muang Thai Life Assurance Public Company (MTL), bringing more than 33 years of distinguished expertise and visionary to the life insurance industry. Under his visionary leadership, MTL has built an exceptionally robust foundation, transforming into a leading life insurance company in Thailand and establishing itself as a regional market leader across the CLMV countries. A cornerstone of his strategy is the systematic transformation of traditional insurance agents into highly proficient financial advisors, a proactive approach that insulates the organisation against market volatility while empowering the public to mitigate financial risks.

Beyond his corporate achievement, Mr Sara plays a pivotal role in shaping Thailand's insurance regulatory landscape. Through his active leadership and contributions to the Thai Life Assurance Association (TLAA), the Office of Insurance Commission (OIC) and the Federation of Thai Insurance Organizations, he continuously works to elevate industry standards, promote sustainable business practices and guide the sector safely through periods of market disruption.

As an advocate for lifelong learning, he views continuous self-development, an agile leadership mindset and cross-domain expertise as the primary drivers of long-term competitiveness. Ultimately, his leadership philosophy centers on creating sustainable, enduring value for all stakeholders while future-proofing the regional financial sector.

THE JUDGES

Ms Shalini Pavithran

CEO,
Singapore College of Insurance

Ms Shalini Pavithran is the CEO of the Singapore College of Insurance (SCI), an industry-based professional training and education body set up in 1974, as part of Singapore's efforts to develop as an international insurance hub.

The SCI also plays an active regional role and leads a number of talent and skills-building initiatives under the ASEAN Insurance Council/ASEAN Insurance Education Committee umbrella. Ms Pavithran is the Chairperson of the ASEAN Insurance Education Committee.

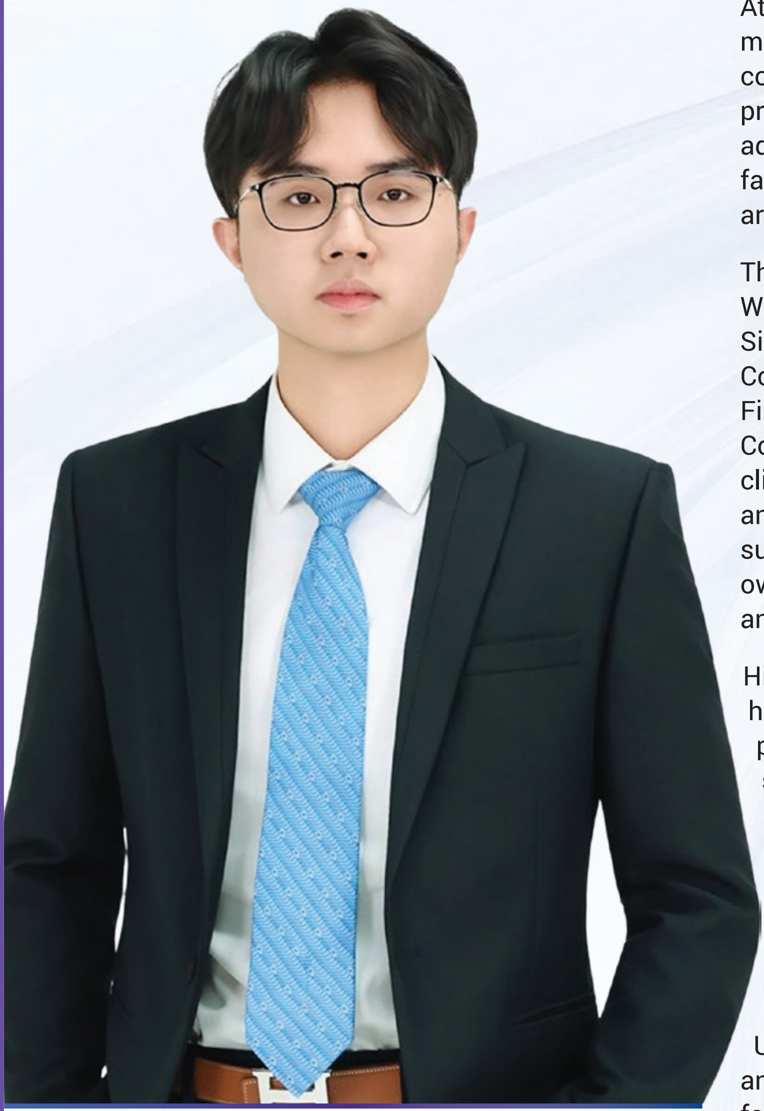
SCI also serves as the Secretariat for the Asia-Pacific Risk & Insurance Association (APRIA).

Prior to SCI, Ms Pavithran was the CEO of The Malaysian Insurance Institute (MII), the professional body and education institution for the Malaysian insurance industry. As the CEO of MII, she also served as the CEO of the ASEAN Insurance Training & Research Institute (AITRI), a non-profit organisation established by the Insurance Regulators of the ASEAN member countries and serves as a regional centre for insurance education and research focussing on capacity building of regulators and supervisors in the region.

Prior to joining MII, she spent over 20 years of her career in various sectors within the financial services industry.

Ms Pavithran holds a Bachelor of Economics from the University of Malaya, a Bachelor of Laws from the University of London and has completed the Certificate of Legal Practice.

ROOKIE INSURANCE AGENT OF THE YEAR



Mr Ignatius Lim

AIA FA Singapore

At just 21, Ignatius Lim made a decision that surprised many of those closest to him: he walked away from a conventional legal career. Law offered certainty and prestige, but he saw greater opportunity in financial advisory, a field where he could help individuals and families make informed decisions before problems arose, rather than clean up after the fact.

That conviction has translated quickly into results. While still pursuing his undergraduate studies at Singapore Management University, Ignatius achieved Court of the Table status and ranked among AIA Financial Advisers Singapore's Top 20 Financial Consultants. He has served more than 160 insured clients with 100% persistency, a rare achievement for any advisor, let alone one still early in his career. To support that growing client base, he has also built his own client servicing team, ensuring consistent advisory and after-sales support as his practice scales.

His contribution to the profession extends well beyond his own book of business. He regularly shares best practices at agency conferences, runs case study sessions and mentors aspiring advisors across the wider agency. He has also taken a leading role in promoting financial literacy among students and young adults and spearheaded initiatives around Lasting Power of Attorney and Will Planning, helping hundreds of families take practical steps to protect their futures.

Underpinning all of this is an entrepreneurial mindset and a belief that trust, not transactions, is the true foundation of great financial advice. His ambition is not limited to personal production. He hopes to help redefine how financial advisors are perceived across Singapore and the wider region: as trusted professionals who create lasting value for clients, develop the next generation of industry leaders and raise standards across the profession and not mere product distributors.

For an advisor barely three years into his career, that is a considerable vision. But his early record, built on discipline, mentorship and an insistence on doing right by clients, suggests he intends to see it through.

INSURANCE AGENT OF THE YEAR

Ms Chang Wei Lin

AIA Singapore

For Chang Wei Lin, financial planning has never been about transactions. Since 1998, she has spent nearly three decades building a practice rooted in deep relationships, integrity and being there for clients when it matters most, a philosophy that has defined not just her career, but her legacy.

That commitment has earned her some of the industry's most demanding milestones. Wei Lin is a 19-time MDRT qualifier and a five-time Court of the Table achiever. In 2025, she reached the pinnacle of the profession by qualifying for Top of the Table, an achievement reserved for a small fraction of advisors worldwide.

Credentials aside, she has used her standing to lift the agency profession. As a Certified Financial Planner and an active EXCO member of the MDRT Ambassador programme for AIA, she mentors fellow advisors, shares best practices and works to raise professional standards across the industry. Her focus, consistently, is on fostering a culture where advisors do right by their clients through transparent advice rather than short-term wins.

It is in the lives she has touched, though, that her deepest impact shows. Wei Lin has walked alongside a nine-year-old child through a successful battle against brain cancer and delivered a final claim check that stood as a deceased daughter's last gift of love to her family. These are the moments, far removed from league tables and qualifying rounds, that define what advisory work actually means. Her example has also shaped her own family: her eldest son was inspired to pursue a degree in finance, choosing to carry forward her commitment to community in his own career.

For nearly 30 years, Wei Lin has managed her career with a simple belief: that true advisorship is about consistency, showing up in difficult times and honouring the trust clients place in her. For her, the Insurance Agent of the Year title recognises not a single achievement, but a body of work built one family and one difficult moment, at a time.

FINANCIAL ADVISER OF THE YEAR

Mr Elijah Tan Haojie

PFPFA

Elijah Tan Haojie has packed a career's worth of milestones into just four years in the industry. Under 30 years old, he has already qualified for Court of the Table four times, a level of consistency that speaks to his discipline and commitment to excellence in financial advisory rather than a single strong year.

His standing extends beyond his own client book. Elijah has twice been invited to speak at the MDRT Global Conference, an honour that recognises the calibre of his expertise and gives him a platform to share insights with financial professionals on the international stage. It is a rare distinction for an adviser this early in his career and one that points to a practice built on more than production numbers alone.

That same forward-looking approach defines how he leads his own team. He achieved 100% MDRT qualification among his associates within three months in 2025 and is now guiding six more advisors who joined the agency in 2026. Much of that progress rests on the systems he has built: an automated financial report, a customised pitch deck and a one-stop platform for retrieving client information, all designed to sharpen his team's efficiency and lighten the cognitive load on his associates as they work with clients.

Behind the technology and the qualifications sits a simpler motivation: helping people plan for the moments that matter most. Beyond growing and preserving client wealth, he has guided more than 100 individuals and families through preparing their Wills and Lasting Powers of Attorney, ensuring their wishes are protected and their loved ones cared for when the time comes.

For an adviser not yet 30, Elijah's combination of personal production, industry recognition and team building suggests a career built for scale. As Financial Adviser of the Year, he represents a new generation of advisors who see technology as a method of strengthening the client-advisory relationship, freeing up time for the conversations and planning that clients need most.

ROOKIE INSURANCE AGENCY LEADER OF THE YEAR

Mr A.H Sajeewa Pushpitha

Softlogic Life Insurance

By the time A.H Sajeewa Pushpitha stepped into agency leadership in 2025, he had little left to prove as an advisor. The National Distribution Manager for the Agency Premier Channel at Softlogic Life Insurance PLC in Sri Lanka brought 24 years of life insurance experience and a Master's degree to the role, along with a track record few in the region can match: Insurance Agent of the Year at the 2023 Asia Trusted Life Agents & Advisers Awards, eight MDRT Top of the Table qualifications, 15 MDRT qualifications overall and MDRT Honor Roll recognition. He remains the only advisor in Sri Lanka to have reached Top of the Table eight times.

That record could easily have stood as the peak of his career. Instead, Sajeewa used it as the foundation for something new. In 2025, he brought to life the Agency Premier Channel, a platform built specifically to take MDRT-qualified advisors and guide them towards Court of the Table and Top of the Table standards, rather than leaving them to plateau once they had reached MDRT level.

The results came quickly. Under his leadership, the channel generated $445,000 in total production against 145% budget achievement and assembled a team of 18 MDRT-qualified advisors recruited from six different insurance companies, a signal of how strongly his vision resonated across the industry. Momentum has continued into 2026, with the channel achieving $342,000 in annualised new business premium within the first half of the year alone.

What distinguishes his approach is his insistence that MDRT status should mean more than a qualification met once a year. His vision for the advisors he leads centres on professionalism, genuine client value, sustainable income, personal growth and leadership excellence, the fuller meaning of MDRT membership that he believes the industry too often reduces to a number.

As a rookie agency leader, Sajeewa has moved fast, but not carelessly. His stated mission is to raise the benchmark of Sri Lankan insurance and inspire a new generation of world-class advisors, a natural continuation of a career that is already defined by leading from the front, while also developing others.

INSURANCE AGENCY LEADER OF THE YEAR

Ms Lisa Tsui

AIA International

For Lisa Tsui, leadership has never been measured by personal accolades but instead measured by the number of leaders she has empowered to succeed. Over more than two decades in the insurance industry, that philosophy has driven one of the more striking growth stories in the profession: the transformation of the CHAMP MVP District from a team of fewer than 40 into an enterprise spanning nine districts and more than 650 professionals.

The scale of that growth was borne out in 2025, a record year by almost every measure. Lisa's team generated $102m in annual premiums, up 53% y-o-y, bringing total premiums under her leadership to $510m. The results were not limited to production figures. The team produced 235 MDRT qualifiers and developed a strong bench of managers and three of Lisa's districts were named among AIA's 16 Super MDRT Districts, a reflection of both performance and the depth of the talent pipeline she has built.

Central to that success is a belief that empathy is not a soft skill, but a strategic advantage. Lisa has built a culture that balances warmth with rigorous discipline, personally leading more than 100 bespoke training programmes to develop her team's capabilities. She has also pushed her districts to integrate AI and digital tools, ensuring her advisors remain agile without losing the human touch that client relationships still depend on.

That balance extends to how she thinks about succession. Her commitment to passing the torch showed up concretely in 2025, with 23 manager promotions across her districts and more personally in her own son's decision to follow her into the profession.

Ultimately, Lisa's story as Insurance Agency Leader of the Year is one of legacy rather than personal achievement alone: a culture where people grow, leaders are developed and success is built to repeat itself long after any one individual's tenure.

DIGITAL AGENT/AGENCY LEADER OF THE YEAR

Ms Seven Huang

AIA International

For Seven Huang, digitalisation was never meant to be a tool for accelerating sales. It was a philosophy for rebuilding what insurance leadership could mean, one built on the belief that growth should be not just faster, but healthier, more sustainable and rooted in professional respect rather than transactional wins.

That philosophy took shape in 2019, when she launched a team-managed social media platform built around objective insights, professional education and thought leadership rather than sales promotion. During the pandemic, she deepened the approach with regular market commentary videos that became trusted references across the industry, an early demonstration of her conviction that education, not selling, was the real currency of trust.

By 2023, that conviction had scaled into infrastructure. With the founding of the Eternity “Dingsheng” District, Seven built a fully digital operating framework spanning branding, administration, knowledge management, training, AI-powered support and operational coordination. What began as content had become an ecosystem, one that develops people as deliberately as it drives performance.

The results in 2025 bore that out. The district welcomed 100 new colleagues and grew business by 170% to $8.5m in first-year commission, achieving 100% MDRT status along the way and earning recognition as the fastest-growing Premier Grand District of the Year. Seven’s own record matched the district’s momentum: she achieved Court of the Table, was ranked the first Premier Agency Leader in the Diamond tier and was named Top Recruiter by AIA Premier Academy. GAMA International added further recognition with Frontline Leader Diamond, Best Star Maker Diamond and Master Agency honours.

Taken together, Seven’s award recognises more than a digital strategy that worked. It recognises a leader who used digital tools to prove a point about the industry itself: that when digitalisation is guided by genuine conviction, it builds not just business, but belief in the true value of insurance.

INSPIRATIONAL AGENT/LEADER OF THE YEAR

Ms Cissy Wong

AIA International

Cissy Wong leads by a simple, guiding principle: her teammates are her clients too. In a challenging 2025 for Hong Kong's insurance industry, that principle shaped how she responded to market uncertainty, anticipating her team's needs, solving problems before they escalated and giving her agents the confidence to keep moving forward.

The results speak to how effectively that approach translates into performance. Cissy's 1,000-agent family represents just 3% of AIA Hong Kong's total headcount yet contributed more than 10% of the company's overall first-year commission production. It marked her fourth consecutive year ranked number one in both District Director of the Year for production and Highest FYC District, a level of sustained leadership rare even among the industry's top performers.

Cissy's leadership, though, extends well past the numbers. She provides monthly training for more than 100 participants across her ten-district family, covering client relations, need-based selling, asset management and emerging market developments. She also built a "mentorship through success" culture, where top performers share their methods directly with peers, strengthening the team's collaborative foundation rather than concentrating knowledge at the top. Through Future AI, a non-profit creative support platform she founded, she gives agents access to affordable design services to help them recruit and grow more effectively.

Her impact reaches beyond insurance into the wider community. Cissy built professional networks to help mainland clients navigate cross-border issues, from taxation to immigration and family-office planning. She also founded the United Future Foundation, a Hong Kong charity supporting elders and children and led a healing music event in the aftermath of the Tai Po fire tragedy.

DIGITAL TRANSFORMATION OF THE YEAR

HEALTHIER, LONGER, BETTER LIVES

AIA Singapore

AIA+

In 2025, AIA Singapore set out to redefine what a digital transformation in insurance could look like, elevating AIA+ from a customer service app into a unified digital ecosystem serving both individual and corporate customers. As Singapore's largest Corporate Solutions provider, the milestone onboarded an additional 1.2m corporate customers, making AIA+ one of the most comprehensive insurer platforms in the market.

The shift was strategic as much as technological, moving customers and advisers from fragmented, episodic interactions to always-on, relationship-based engagement. In August 2025, AIA became the first, and only, insurer in Singapore to give customers a consolidated mobile view of both personal insurance and employer-provided benefits, the product of more than 12 months of data and process re-engineering to bridge the long-standing divide between personal and group insurance. AIA+ also became the first life insurer's app in Singapore to integrate SGFinDex, giving customers a consolidated financial view across insurers, CPF and banks and enabling data-driven planning conversations through the Plan360 tool.

The platform's reach extends into preventive health as well. With AIA Vitality fully embedded, roughly 100,000 customers achieved measurable health improvements in 2025, including gains in glucose levels, blood pressure, cholesterol and BMI, alongside more than $7.7m in partner rewards redeemed.

By the end of 2025, AIA+ had reached 1.3m registered users and 350,000 monthly active users, maintained a 4.7 App Store rating and processed 92.3% of claims electronically, with nearly half handled straight through.

For advisers, the impact has been just as significant. By centralising servicing and digitising routine transactions, AIA+ has freed advisers to spend more time on advisory conversations rather than administration, positioning the platform as what AIA Singapore describes as a relationship engine, one built to strengthen, not replace, the human side of insurance.

HEALTH INSURANCE AGENT OF THE YEAR

Mr Kao Yi-Hung

Nan Shan Life Insurance

Kao Yi-Hung is a second-generation insurance professional, but the mission that defines his 17-year career is entirely his own. Ranked among the top 1% of advisors in Taiwan for six consecutive years and now qualified for Top of the Table in 2026, Yi-Hung leads a team of 100 advisors, average age just 30, serving more than 13,700 families. In 2025 alone, that team generated $4.38m in first-year premiums across 1,900 accident and health policies.

The origin of his focus on long-term care protection is personal. Driven by a peer's life-changing accident and his own recovery from two ACL injuries, Yi-Hung made long-term care his lifelong mission rather than treating it as one product line among many. That conviction gave rise to the U40 Protection Strategy, an approach combining Immersive Risk Education with a Three Core Pillars Framework, built specifically to instil long-term care awareness in younger clients well before they typically consider it.

The results have been striking. The strategy achieved a 75% long-term care coverage rate among clients under 40, three times Taiwan's market average and has since been adopted as a nationwide best practice by Nan Shan Life. Kao has extended the approach beyond policy sales by partnering with pharmacists and fitness professionals to advocate holistic preventive care, treating protection as part of a broader wellness picture rather than a standalone transaction.

His reach extends well past his client base. Yi-Hung has connected with 200,000 people through digital education, launched language initiatives supporting 1,000 new immigrants and organised monthly Wellness Days for nine consecutive years, engaging more than 18,000 participants through sports and volunteer service.

Taken together, his work represents a broader shift in how insurance is positioned: not as a reactive financial product bought after something goes wrong, but as a proactive force for prevention. It is a model of client-centred, preventive insurance practice that he has helped advance across the Asian market.

EMPLOYEE BENEFITS CONSULTANT OF THE YEAR

Mr Anthony Wong

AIA International

Anthony Wong has spent more than four decades partnering with employers to look after their people, a career that began in 1984 and has grown in step with his clients. He started by supporting a single SME and now advises leading local and multinational organisations with workforces exceeding 10,000, a trajectory that reflects both longevity and sustained trust in a sector where relationships are built over years, not quarters.

Anthony first won Employee Benefits Consultant of the Year in 2021 and the years since have done nothing to slow him down. He has delivered consistent year-on-year portfolio growth and maintained his position as a top producer throughout. In 2025, he grew his in-force portfolio to a record high while achieving persistency above 98%, a figure that speaks to the depth of trust his clients place in him as much as to his production numbers.

That trust is rooted in customised solutions rather than off-the-shelf offerings and in a customer-centric, servant-leadership mindset that treats client relationships as the foundation of the business rather than a byproduct of it. At the same time, he has pushed the Employee Benefits space forward, championing purposeful innovation and going beyond traditional insurance to shape the future of the sector through digital and AI-enabled solutions.

His commitment to service extends well beyond his client portfolio. Anthony volunteers weekly with a local charity supporting vulnerable families across Hong Kong and following the 2025 Tai Po fire, he contributed significant support and assisted relief efforts on the ground, a reflection of the same dedication that defines his professional life.

That sustained excellence has not gone unnoticed within AIA itself. He was named AIA Group's 2025 Lifetime Hall of Fame recipient and has qualified for AIA's President's Club for 12 consecutive years, milestones that place his 2025 industry recognition within a much longer arc of consistent, service-driven achievement.

EMPLOYEE BENEFITS PROVIDER OF THE YEAR

AIA

HEALTHIER, LONGER, BETTER LIVES

AIA Hong Kong & Macau, Corporate Solutions

AIA Hong Kong & Macau enters 2026 as the number one Employee Benefits provider in both markets, a position built on a comprehensive suite of Group Insurance, Pension, Wellness Programme and Individual Voluntary Solutions designed to support the physical, mental and financial wellbeing of the region's working population. In 2025, that leadership held firm, with the company maintaining 26% market share in Group Insurance against a competitive field.

What distinguishes the company's position this year is less the scale of its market share than the pace of its innovation. AIA Hong Kong & Macau launched the region's first customer-facing GenAI solution for Employee Benefits enquiries, EB Concierge, alongside AIA MindAid, a platform designed to widen access to professional mental health counselling for employees. The WorkWell programme, paired with an AI Health Explorer tool, extended the company's reach further into preventive workplace health, moving the Employee Benefits proposition beyond claims and coverage into active wellbeing support.

That innovation is delivered through scale. With more than 10,000 Employee Benefits consultants across Hong Kong and Macau, the insurer combined professional advice with digital enablement, giving employers and employees access to both human expertise and the technology to act on it. The company's ambitions extend beyond commercial performance as well, with AIA Purpose in Action supporting social innovation in healthcare and education alongside a range of community initiatives across the region.

The recognition has followed accordingly. AIA Hong Kong & Macau has now won ATLAA's Employee Benefits Provider of the Year for two consecutive years.

Taken together, these results point to a company treating Employee Benefits not as a static product line, but as an evolving, lifelong partnership with the workforce it serves, one built on comprehensive solutions, consistent service and innovation-led experiences.

BANK PARTNER OF THE YEAR

Hatton National Bank

Hatton National Bank (HNB) claims this recognition as Sri Lanka's premier private commercial banking group, a position built on deep-rooted heritage combined with market-leading modernisation. Operating as a fully integrated financial ecosystem across retail, corporate and SME banking, HNB's structural synergy with key capital market and insurance subsidiaries, notably HNB Life PLC, has positioned the group as a benchmark for regional financial partnerships.

That standing was reinforced by a landmark financial performance for the year ending 31 December 2025. The HNB Group achieved a historic Profit After Tax of $148.7m, with the Bank itself contributing $135.5m. Its total asset base expanded 15% year-on-year to $7.1bn, while Gross Loans and Advances recorded their highest-ever annual expansion to cross $4.5bn and deposits surpassed $5.7bn, figures that speak to both scale and sustained customer trust.

Growth of that magnitude has been matched by discipline. Backed by rigorous risk management, HNB's Net Stage 3 ratio improved sharply to 1.09%, supported by a Stage 3 provision coverage ratio of 75.97%. Fitch Ratings affirmed the bank with a National Long-Term Rating of AA-(lka) and HNB continues to maintain liquidity and capital adequacy buffers well ahead of regulatory baselines, with Tier I and Total Capital Adequacy ratios standing at 16.85% and 19.95% respectively.

It is that rare combination of financial strength paired with institutional trust that underpins HNB's standing as Bank Partner of the Year.

YOUNG EXECUTIVE OF THE YEAR

Mr Lin Hung-Chieh

Cathay Life Insurance

Lin Hung-Chieh has spent more than 15 years shaping how insurance products reach the market, a career built at the intersection of technical product expertise and frontline distribution insight. As Manager of Product Development Section II at Cathay Life Insurance, his work spans investment-linked products, interest-sensitive life insurance, health insurance and multi-channel product strategy, a breadth that reflects both the pace of change in the industry and his own capacity to keep pace with it.

What sets Hung-Chieh's approach apart is his refusal to treat product development as a purely technical discipline. Throughout his career, he has worked closely with agents and distribution channels to ensure that product strategy stays grounded in market reality, translating what customers and channels need into offerings that can compete and endure, rather than designing products in isolation from the people who ultimately sell and buy them.

That philosophy runs through how he describes his own role. For Hung-Chieh, product strategy is more than product design. It is a strategic bridge connecting customer needs, distribution channel development and sustainable business value, a framing that positions his function not as a back-office discipline, but as a driver of long-term value across the business. It is a view that speaks to a broader shift in how insurers are beginning to think about product development: less as a standalone technical exercise and more as connective tissue between what customers need, how channels operate and what keeps a company competitive over time.

That commitment to continuous innovation and professional integration underpins his stated ambition: to develop market-driven insurance solutions that create long-term value not just for customers, but for distribution partners and the company alike.

As Young Executive of the Year, Hung-Chieh represents a generation of insurance professionals for whom product strategy and distribution insight are no longer separate disciplines, but a single, integrated craft, one he has spent 15 years refining at Cathay Life Insurance.

EXECUTIVE CHAMPION OF THE YEAR

Ms Cindy Cui

Allianz China Life Insurance

Cindy Cui's path to leading Allianz China Life reads less like a single career trajectory and more like a deliberate accumulation of global expertise across three continents. Currently Executive Director and CEO of Allianz China Life and Deputy General Manager of Allianz China Insurance Holding, she brings 25 years of global management experience across large multinational corporations in five countries, 18 of which have been spent specifically within the life insurance sector.

Cindy joined Allianz in 2016 and has since moved through a series of increasingly senior roles across the group, including Life and Country CFO of Allianz Indonesia, Regional Head of Finance at AZAP and CFO of Allianz China Insurance Holding, before stepping into her current leadership of Allianz China Life. That progression through finance, regional strategy and country leadership has given her a rare vantage point on the business, one that spans operational detail and enterprise-level strategy in equal measure.

Before joining Allianz, she built a similarly wide-ranging career at Zurich Insurance Group, where she served as Chief of Staff to the Life CEO in Hong Kong and Director of Financial Planning for the Life segment, alongside other leadership roles at the company's global headquarters and across Asia-Pacific. That combination of headquarters-level strategic exposure and regional operating experience has become a defining thread of her career.

Cindy's recognition as Executive Champion of the Year reflects not a single achievement but a career pattern: consistently taking on broader mandates, across finance, strategy and now general management, at some of the industry's largest multinational insurers.

INSURANCE COMPANY OF THE YEAR

Singlife

Singlife has built its position in the market on a straightforward premise: offering consumers a better way to financial freedom. Headquartered in Singapore, with a presence in the Philippines, the company has grown into a comprehensive financial services provider spanning life and health insurance, general insurance, investments, employee benefits and financial advisory solutions, delivered through a differentiated, open-architecture distribution model and Singapore's largest network of financial advisers.

That scale has been matched by a willingness to challenge how insurance is delivered. As a pioneer in the digital InsurTech space, Singlife offers customers digital access through the Singlife app, the MySinglife portal and the Group's investment platforms, dollarDEX and GROW, positioning the company at the intersection of traditional insurance strength and digital-first customer experience.

Singlife's standing extends into some of Singapore's most significant institutional partnerships. The company is the exclusive insurance provider for the Ministry of Defence, the Ministry of Home Affairs and the Public Officers Group Insurance Scheme and is one of only three government-approved long-term care insurance providers in the country, a role that places it at the centre of national efforts to support ageing and long-term care needs.

The company's own history reflects a similar pattern of consolidation and strength. Singlife was formed through the merger of Aviva Singapore and Singlife, originally an InsurTech start-up, in January 2022 and is now a wholly owned subsidiary of Sumitomo Life, which acquired Singlife in 2024. As of 31 December 2025, the company held over $12.3bn in assets and carries ratings of A from Fitch and Baa1 from Moody's, a financial footing that underscores the stability behind its digital ambitions.

Taken together, Singlife's combination of institutional trust, digital innovation and financial strength reflects a company that has moved decisively from InsurTech disruptor to established market leader, a trajectory that underpins its recognition as Insurance Company of the Year.

LIFETIME ACHIEVEMENT AWARD

Mr Peter Chin

AIA International

"We cannot control the length of our life, but we can decide its breadth." For Peter Chin, that has been more than a saying. For over five decades in the industry, he has chosen breadth at every turn, expanding not only his own career but the boundaries of what a life insurance agent can achieve across Hong Kong, Mainland China and the wider Asian insurance market.

Where many agents build successful careers of their own, Chin built the infrastructure for others to succeed. He founded the Agency Supervisor Camp, training more than 1,200 managers across Guangdong and laying the groundwork for leadership development on the Mainland. He became the first Hong Kong agent licensed under CEPA to operate in Mainland China, creating a blueprint for cross-border expansion that others in the industry would go on to follow. Through the Y-Office, he took on the generational succession challenge directly, revolutionising how young agents are onboarded and trained and setting a model that other markets within AIA Group would later adopt.

Peter's contributions have been transformative, but his defining legacy is one of resilience and responsibility. He rebuilt the Universal Family during its crisis in the late 1990s, steered its morale through the 2008 financial turmoil and instilled a philosophy that has outlasted both crises: manage tasks, understand people. Under his guidance, the Universal Family has grown into an organisation of 55 districts, more than 300 leaders and 2,000 agents, including over 700 MDRT, Court of the Table and Top of the Table qualifiers in 2025 alone.

As a systems architect, cross-border pioneer and mentor of mentors, Peter's decades-long career stands as a rare example of leadership measured not by individual success, but by an extraordinary legacy, one that continues to shape and inspire the future of the industry he has spent his life building.

THE FINALISTS

Rookie Insurance Agent of the Year

Ignatius Lim
AIA FA Singapore

Sharon Yong
Allianz Life Insurance Malaysia

Sunanta Khattiyos
Muang Thai Life Assurance

Insurance Agent of the Year

A.I.P. Manjula
Ceylinco Life Insurance

Chang Wei Lin
AIA Singapore

Dato' Irene Gan Ai Ling
Great Eastern Life Assurance (M)

Financial Adviser of the Year

Elijah Tan Haojie
PFPFA

Leopold Joseph Janer
Manulife Philippines

Natnicha Thapthong
Muang Thai Life Assurance

Rookie Insurance Agency Leader of the Year

A.H Sajeewa Pushpitha
Softlogic Life Insurance

Carolyn Xu
AIA International

Liv Huang
AIA International

THE FINALISTS

Insurance Agency Leader of the Year

Krishan Dassanayaka
AIA Insurance Lanka

Lisa Tsui
AIA International

Rachakich Tangvichitlerk
Allianz Ayudhya Assurance Thailand

Digital Agent/Agency Leader of the Year

Elijah Tan Haojie
PFPFA

Seven Huang
AIA International

Sujano Supianto
AIA Singapore

Inspirational Agent/Leader of the Year

Cissy Wong
AIA International

Krishan Dassanayaka
AIA Insurance Lanka

Siripreeya Boonmak
Muang Thai Life Assurance

Digital Transformation of the Year

AIA HEALTHIER, LONGER, BETTER LIVES

AIA Malaysia (AIA Bhd.)

AIA HEALTHIER, LONGER, BETTER LIVES

AIA Singapore

CTBC HOLDING TAIWAN LIFE

Taiwan Life Insurance

THE FINALISTS

Health Insurance Agent of the Year

Cecilia Choy
AIA International

Jackson Low
Allianz Life Insurance Malaysia

Kao Yi-Hung
Nan Shan Life Insurance

Employee Benefits Consultant of the Year

Anthony Wong
AIA International

Gan Chin Soon
AIA Malaysia

Khor Li Kheng, Jasmine
AIA Malaysia

Employee Benefits Provider of the Year

HEALTHIER, LONGER, BETTER LIVES

AIA Hong Kong & Macau, Corporate Solutions

HEALTHIER, LONGER, BETTER LIVES

AIA Singapore

Singlife

Bank Partner of the Year

Citibank (Hong Kong)

Citibank Singapore

Hatton National Bank

THE FINALISTS

Young Executive of the Year

Chanisara Pongsrikul
Muang Thai Life Assurance

Lin Hung-Chieh
Cathay Life Insurance

Mark Tian
Sun Life Hong Kong

Executive Champion of the Year

Cindy Cui
Allianz China Life Insurance

Sanesh Fernando
HNB LIFE

Sara Lamsam
Muang Thai Life Assurance

Insurance Company of the Year

Muang Thai Life Assurance

Singlife

Taiwan Life Insurance

Lifetime Achievement Award

Lawrence Ee
AIA Singapore

Peter Chin
AIA International

Victor Lim
AIA Singapore

CO-ORGANISER

LIMRA

For more than a century, LIMRA has served as the largest trade association supporting the insurance and related financial services industry. Its mission is to advance the financial services industry by empowering our members with knowledge, insights, connections and solutions. Today, it works with over 650 members companies in over 60 countries to help them understand industry trends, inform their strategies, develop their talent and create solutions that advance the industry.

LIMRA's ever-adapting lineup of solutions helps member companies thrive in the world's changing environment. Recruiting, assessment, agent and management training and rewards and recognition — it analyses industry needs and develops answers with its members. It acts as the centre point of the industry, bringing industry professionals together to discuss vital issues, trends and actionable implications through its conferences, member events and webinars.

www.limra.com

STRATEGIC PARTNER

About AIA

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR and a 49% joint venture in India. In addition, AIA has a 24.99% shareholding in China Post Life Insurance.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of $345bn as of 31 December 2025.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia, AIA serves the holders of more than 44m individual policies and over 16m participating members of group insurance schemes.

www.aia.com/en

2026 ROLL OF HONOUR

ROOKIE INSURANCE AGENT OF THE YEAR
Mr Ignatius Lim
AIA FA Singapore

INSURANCE AGENT OF THE YEAR
Ms Chang Wei Lin
AIA Singapore

FINANCIAL ADVISER OF THE YEAR
Mr Elijah Tan Haojie
PFPFA

ROOKIE INSURANCE AGENCY LEADER OF THE YEAR
Mr A.H Sajeewa Pushpitha
Softlogic Life Insurance

INSURANCE AGENCY LEADER OF THE YEAR
Ms Lisa Tsui
AIA International

DIGITAL AGENT/AGENCY LEADER OF THE YEAR
Ms Seven Huang
AIA International

INSPIRATIONAL AGENT/LEADER OF THE YEAR
Ms Cissy Wong
AIA International

DIGITAL TRANSFORMATION OF THE YEAR
AIA Singapore

HEALTH INSURANCE AGENT OF THE YEAR
Mr Kao Yi-Hung
Nan Shan Life Insurance

EMPLOYEE BENEFITS CONSULTANT OF THE YEAR
Mr Anthony Wong
AIA International

EMPLOYEE BENEFITS PROVIDER OF THE YEAR
AIA Hong Kong & Macau, Corporate Solutions

BANK PARTNER OF THE YEAR
Hatton National Bank

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Mr Lin Hung-Chieh
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LIFETIME ACHIEVEMENT AWARD
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