

ELITE LITE



FREEDOM TO PURSUE MULTIPLE PASSIONS

The work landscape is changing, and so are we. At AIA Elite Academy, we understand that many of you giggers prefer the freedom and flexibility of pursuing multiple passions at the same time. Gone are the days of monthly paychecks and 9 to 5 workdays. So, read on to find out if Elite Lite is your cup of tea!

WANT MULTIPLE SOURCES OF INCOME?

Level up your skills and income without compromising on other work and life pursuits.

Define what work life balance means to you, and enjoy the excitement of building a career on your own terms.

IS ELITE LITE RIGHT FOR YOU?

The Elite Lite path is open to anyone **aged 20-50 years, with a minimum SPM qualification**. No prior work experience is required!

All you need is the drive to create your own path.

WHY BE AN ELITE LITE?

- ▶ **Fast Start Activity Bonus** for up to 12 months.
- ▶ **Digital learning on the go** with industry-leading tools and technology.
- ▶ Advancement opportunities with our **comprehensive full-time career path** to become an Elite or Elite Pro.
- ▶ **Be your own boss and lead your own top-tier team** by taking the Elite Premier Leader path upon fulfilling the Assistant Unit Manager (AUM) promotion criteria.

COMPREHENSIVE TRAINING AND SUPPORT

We provide structured guidance and attractive financial bonus to help you kickstart your career as an Elite Lite Life Planner.

FAST START ACTIVITY BONUS

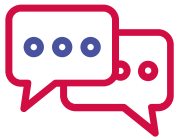
Monthly reward starting from
RM500 up to RM2,500
for up to 12 months.

CONVERSION BONUS

One-off reward of
RM1,500 / RM3,000
if you're promoted to Elite / Elite Pro
within the first 3 months.

FUTURE-PROOFING YOUR SUCCESS

Stay ahead with Jumpstart Series, AIA Morning Meets and Lunch Talks to upskill yourself.



Build your customer base by harnessing the power of social media.



Make inroads to untapped markets with AIA's compelling propositions.



Build your business effectively with AIA's digital ecosystem of sales and recruitment tools.



Elite Lite Orientation

Get empowered and connected for a promising head start.



Jumpstart Series

Learn to close sales effectively with the latest tips, techniques and company initiatives designed to enhance your productivity.



Webinar Lunch Talks / AIA Morning Meets

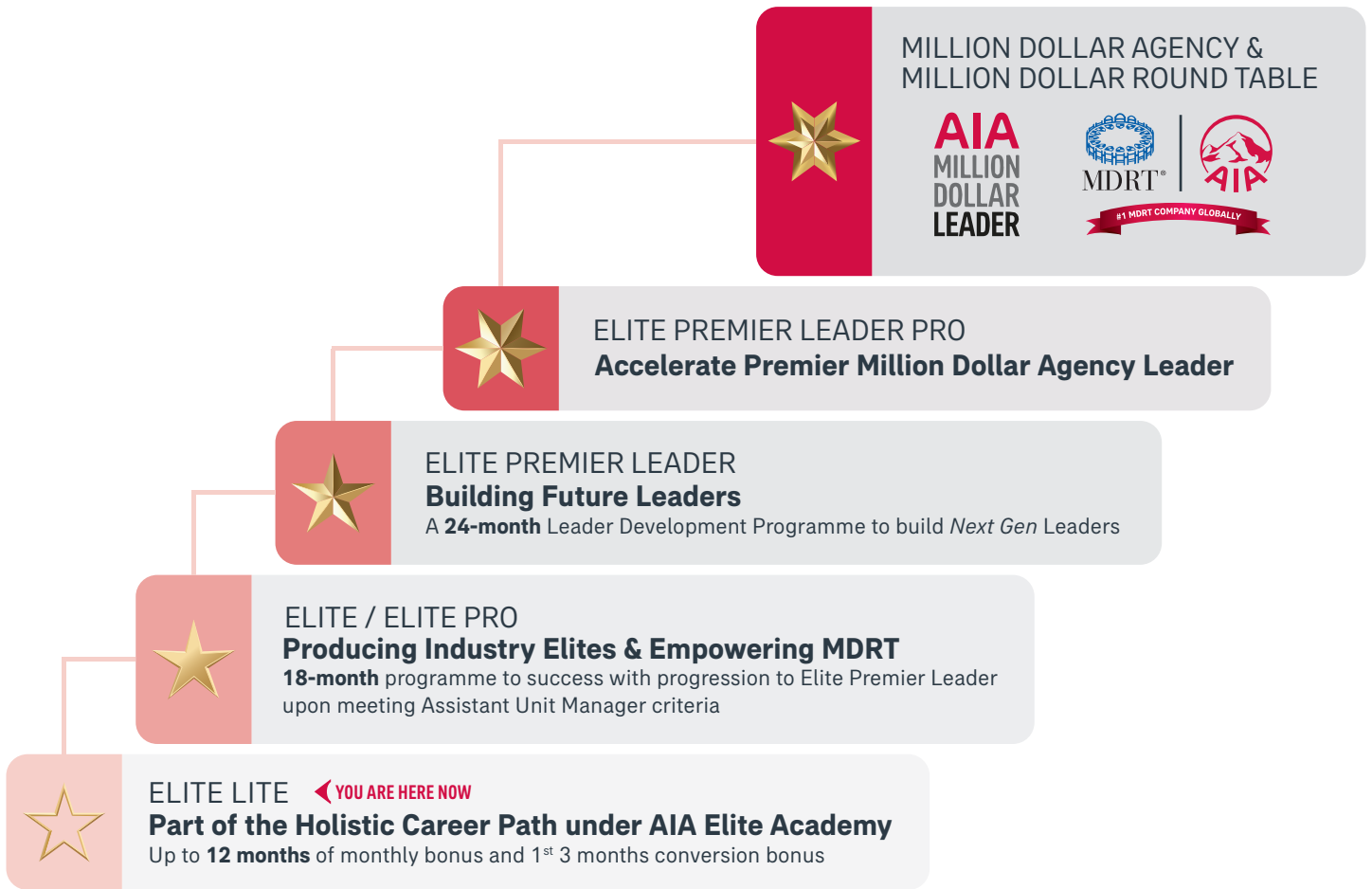
Stay motivated and level up your selling skills.



Pocket Learning Series

Discover new skills and effective ideas with bite-sized content designed to help you boost your sales.

LEAP FORWARD WITH OUR DEVELOPMENT PROGRAMMES



POWER UP YOUR CAREER

Learning & Development | Digital Tools & Technology | Compelling Propositions

- ▶ Learn from top entrepreneurs and field practitioners to fast track your development.
- ▶ Join peer study groups for the constant exchange of new ideas and experiences.
- ▶ Benefit from our professional learning and research partners:



Join the AIA Elite Academy

Facebook: AIAEliteAcademyMY | Instagram: aiaeliteacademy_my | LinkedIn: aiaeliteacademy

Because we believe in empowering winners.

AIA ELITE ACADEMY

**UNLEASH YOUR
POTENTIAL**

**YOUR FUTURE IS IN
YOUR HANDS**



WHAT MAKES AIA ELITE ACADEMY SPECIAL?

>8,000



Launched in 2019, the AIA Elite Academy has successfully **groomed and propelled the careers of 8,000 Elite Life Planners** in this industry to date.



Armed with a proven success formula, AIA has produced **the highest number of MDRTs** in Malaysia for a record-breaking six consecutive years!



Our Life Planners **receive best-in-class training and support** with many progressing to become leaders with their own team of Elite Life Planners.

ABOUT AIA

AIA is a leading insurance and takaful provider that has been serving Malaysians for over 72 years. Through our nationwide service centre network, a dedicated team of more than 2,600 employees, and diverse distribution footprint comprising a 20,000-strong Life Planner force, exclusive bank partners, corporate sales team and brokers, we remain committed to partnering our 4 million customers; supporting and helping them to live Healthier, Longer, Better Lives.

Our comprehensive suite of product solutions include:

**total
health &
wealth
solutions**

PLAN • LIVE • PROTECT • GET
WELL • WELL • WELL • WELL
(Inclusive of Shariah-compliant solutions)



GENERAL INSURANCE

Home Solutions, Accident Protection,
Motor Insurance



RETIREMENT

Private Retirement Scheme



MORTGAGE



CORPORATE SOLUTIONS

Employee Benefits



COMMERCIAL INSURANCE

ACHIEVE YOUR #LIFEGOALS NO MATTER WHAT CAREER STAGE YOU'RE AT

Whether you're just starting out, or wanting to pivot your career to the next level, success with AIA is just around the corner. We pride ourselves in offering a rewarding, sustainable career in an exciting industry where you get to help people live Healthier, Longer, Better Lives. And the best part? You get to do it on your terms!

YOUR PATH TO SUCCESS BEGINS HERE. WE ARE COMMITTED TO:

- ▶ Help you **build** and own a rewarding and meaningful business.
- ▶ **Reward** you for helping others.
- ▶ **Fast track** to a leadership position.
- ▶ Give you the **freedom** to pursue multiple passions.
- ▶ **Partner** you in your career aspirations.

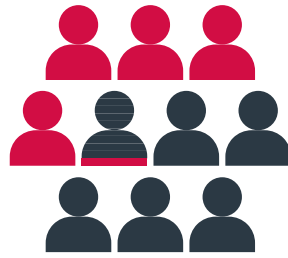
TAP INTO A WORLD OF OPPORTUNITIES AS AN AIA LIFE PLANNER

Malaysia presents untapped opportunities for you to grow your career as an AIA Life Planner. Here's why:

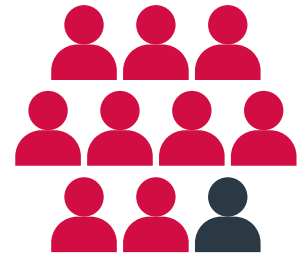
UNDERINSURED POPULATION



Penetration rate in the family takaful market remains low at **17.1%**.



Only approximately **41%** of Malaysians own a life insurance or family takaful plan.



Over **90%** of those with insurance do not have sufficient coverage.

RISING HEALTHCARE COSTS



Healthcare benefit costs are growing at a rate of **14%**, one of the highest in the APAC region.

LONGER LIFE EXPECTANCY



Malaysia is on the way to becoming an ageing nation. **Yet, many have insufficient retirement savings.**

HIGH RISK OF LIFESTYLE DISEASES



Half of Malaysian adults are **overweight / obese.**

Sources:

"Takaful industry on progress mode", The Star, 29 November 2021

"LIAM urges Malaysians to get life insurance coverage", New Straits Times, 9 September 2020

"Rising healthcare costs", The Star, 6 November 2021

"Malaysia needs to address ageing population, retirement savings quagmire, say experts", The Sun Daily, 4 October 2021

"Obesity rate at worrying levels in Malaysia", The Malay Mail, 22 June 2020

SOAR TO THE NEXT LEVEL WITH AIA ELITE ACADEMY

When you join AIA Elite Academy, you're not just creating a pathway to a thriving career. You're tapping into your strengths to unlock your potential. It's the freedom to define what kind of Life Planner you want to be, with dedicated support to get you there.

Here's just a glimpse of what the AIA Elite Academy provides:



**Industry-leading tools
and technology**



**Best-in-class
training**



**Awards and
recognition**



**Publicity
opportunities**



**Positive & collaborative
community learning
environment**



**Highly effective
coaching and
mentorship**



**Attractive bonus payout
in the industry through
a one-of-a-kind
financing scheme**



**Exclusive opportunities
to learn from successful
entrepreneurs**

LET YOUR DREAMS TAKE FLIGHT

At AIA, we don't believe in one-size-fits-all. We believe there are many different paths to success, and we are committed to helping you create yours with our one-of-a-kind financial scheme.

Journey from being an **Elite Lite**, to **Elite / Elite Pro**, to **Elite Premier Leader (EPL)**

The journey is just as important as the destination. AIA Elite Academy offers a meaningful career path and is committed to moulding you into a high achiever and leader within just three years.



ELITE PREMIER LEADER

- ▶ You are focused on pursuing a leadership path to be the leader of high-performing teams.
- ▶ You are passionate about building a new generation of young, dynamic and successful leaders.
- ▶ You want to maximise your potential in a culture that empowers winners.



ELITE / ELITE PRO

- ▶ You are a go-getter and ambitious. Your self-motivation keeps you on track and you are steadfast in reaching your goals.
- ▶ You have the desire to own a business and lead your own team of professionals in entrepreneurship.
- ▶ Your thirst for success is strong and you are determined to earn a five-figure income within the first year.



ELITE LITE

- ▶ You like flexibility and want to explore this career.
- ▶ You seek different opportunities for multiple sources of income.
- ▶ You look forward to learning opportunities that help you grow towards a better you.

TURBO CHARGE YOUR PRODUCTIVITY WITH DIGITAL TOOLS & TECHNOLOGY



Recruit with Career Presenter

Uncover potential candidates' career motivations with this end-to-end guided career presentation.



Train with iLearn

Learn on the go with training modules accessible anytime, anywhere.



Manage with eSales Builder

Manage, keep track and analyse sales activities with this activity management tool.



Prospect with iCari

Level up your prospecting efforts with this tailored content hub.



Sell with iPoS

Manage client business and issue documents smoothly and efficiently.



Service with iServe

Manage client transactions online in a simple and hassle-free manner.



Track with the Life Planner App

Track your career progress and achievements in one simple app. Plus, redeem gifts or rewards with gamification coins earned from your activities and performance.

ACCELERATE YOUR LEARNING AND DEVELOPMENT



Personalised training and clear career roadmap



Easy access to bite-sized learning materials through Digital Learning Channel, BizBrain and Pocket Learning Series



Coaching and mentoring by successful Agency Leaders who started out the same way as you

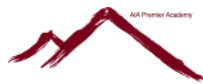


Access to insightful tips through collaboration with industry KOLs and certified professional trainers

POWER UP YOUR CAREER

Learning & Development | Digital Tools & Technology | Compelling Propositions

- ▶ Learn from top entrepreneurs and field practitioners to fast track your development.
- ▶ Join peer study groups for the constant exchange of new ideas and experiences.
- ▶ Benefit from our professional learning and research partners:



Join the AIA Elite Academy

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Because we believe in empowering winners.