

Playbook

# An Agent Guide to the AIG Advantage

A simple and dynamic digital guide to your opportunity to partner with AIG and how we can help you grow your business.

# Partnering for Tomorrow

We can help you to grow your business. We take our commitment to our agency partners seriously. With a wide range of products and services, and a reputation for claims excellence, we work in partnership with you to capitalise on business opportunities. To support this, we provide the necessary training and tools to meet your customers' needs — individual or business — and build a successful and long-term partnership. And, we will reward and recognise you for your achievements along the way.

## Our capabilities across Asia present endless opportunity

This interactive guide showcases the agency opportunity and provides you with an overview of our broad offering - use the top navigation to explore all sections. In a fast changing world, we're constantly innovating and adapting to help families and businesses of all sizes manage risk and recover when things go wrong. We invite you to explore our solutions with our experienced Agency Management team and together, we can deliver the AIG Advantage.



### Bring on partnership

Thank you, for your partnership, professionalism and unwavering commitment in helping AIG grow while protecting and serving our customers. Together, we are not just selling insurance – we are delivering meaningful solutions in a world where risks evolve faster than ever. This guide is designed to be your strategic advantage where you will find solutions available to your clients, tools and support for your success and the rewards that await.

We are proud to stand beside you as true partners and look forward to working side-by-side to seize new opportunities because your long-term success is our shared priority .

**Scott Spaven, President & CEO AIG Singapore**

# How we set you up for success

Partner with a global leader who's with you every step of the way in building your successful business.

Discover our key enablers for creating a high-performance network of Agents and how you can unlock the AIG Advantage.



## Quality solutions, claims excellence

We can provide you with products and capacity that meet your customers' needs plus an unmatched claims service that can differentiate you from your competitors.



## Sharing knowledge, building value

We will provide you with in-person and online training, sales tools and outstanding service to help you win and retain customers.



## Rewarding effort, recognising success

We can provide you with competitive compensation and reward and recognise you for your achievements.

# Set yourself apart with our broad product offering

We offer one of the widest ranges of insurance products in your market. This presents tremendous opportunities for you to meet the needs of your customers and differentiate yourself from your competitors.



## Products for Individuals and Businesses

We bring you best-in-class products in Asia to help your customers protect what they value most. Whether it's for an individual or a business, we can provide the right solution to your customer's problem, including but not limited to:

- Auto
- Home
- Personal Accident and Leisure Travel
- Group Personal Accident
- Corporate Travel
- SME Business Package
- Products Liability
- Domestic Helper
- Cyber
- Property
- Marine
- Workers Compensation
- Directors and Officers

We're proud to offer a broad range of cover, so you can focus on serving your customers and growing your business.

Reach out to your local Agency Team to discuss any other products not shown.



## Foothold with Potential Customers

Our product range can help you to engage potential customers in proactive conversations they may not have had with their existing providers. Through consultation, you can highlight possible gaps in cover and educate them on risk scenarios and solutions that they may not have considered before. This strategy can give you a strong foothold with potential customers, not just as a supplier of new products, but as an advisor of their insurance needs.



## New Opportunities

We are always reviewing and developing our products to adapt to the evolving risk landscape. As new product enhancements become available, we'll ensure you have the right training and tools to present these opportunities to your customers.

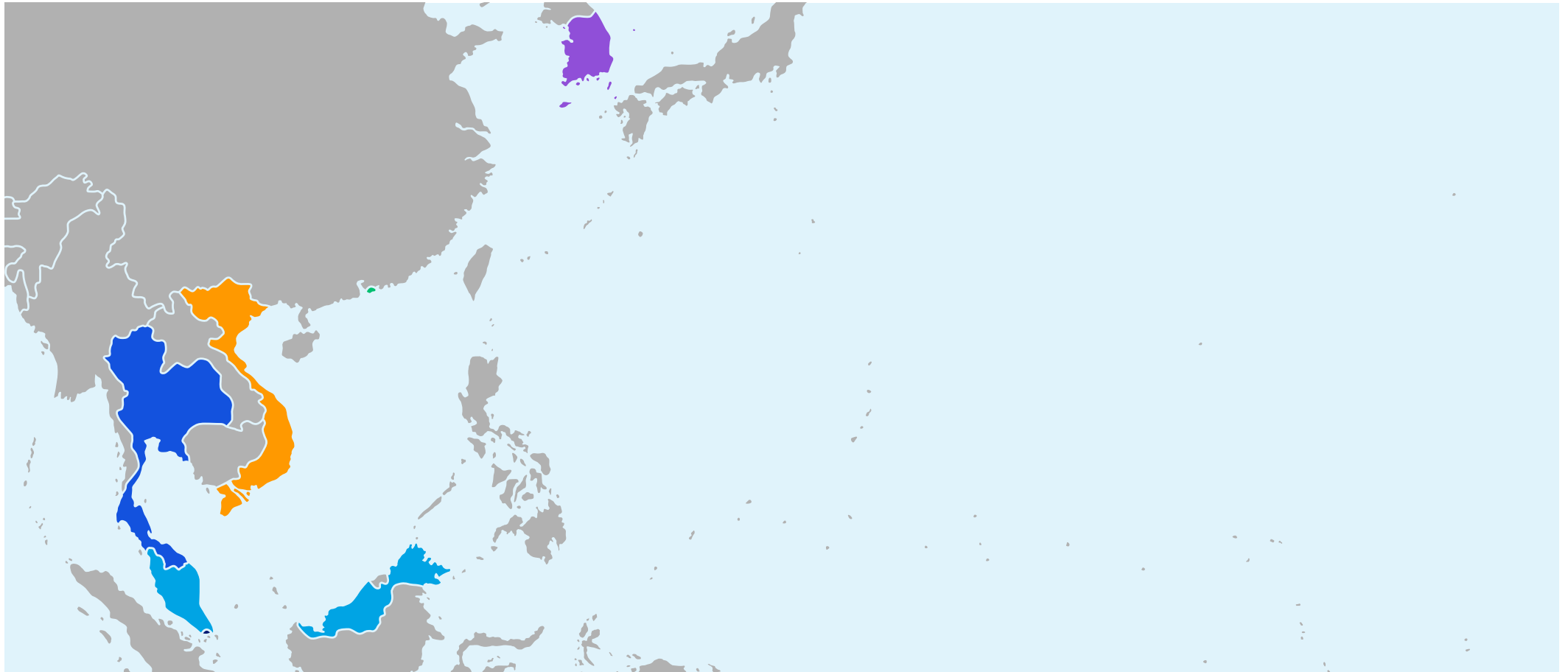


## AGENT OPPORTUNITY

Access to a competitive product range can help you to meet the evolving insurance needs of your customers — both individuals and business owners.

# Discover our solutions available in your market

We offer a range of products for both Commercial and Consumer customers across Asia Pacific. Select your country on the interactive map to view what's available for you.



# We provide differentiated service and support

We're with you from day one, helping you drive your business forward and achieve your long-term goals. As a registered Agent of AIG, your success is our success, and we'll continue to work alongside you to build a meaningful legacy with your customers.



## Growing in Partnership

We build personal, local relationships with you. We take the time to understand your business and your customers and work in partnership with you to maximise business opportunities. This can help you achieve the desired results and continue to grow.



## Transparent and Collaborative Communication

Great communication is the foundation of a strong partnership. Our goal is to make every communication understandable and useful for you and your customers. Whenever possible, we will include you in a customer interaction to add insight and value, and to ensure that your AIG Agent experience is a positive one.



## Managing the Sales Cycle

While most are focused on the final results, we provide you with continuous support throughout the sales cycle. Our experts strive to deliver consistent and timely service on a wide range of matters from policy issuance, to renewal, to claims settlement. In addition, our call centre is on hand to answer any enquiries from you or your customers.

## AGENT OPPORTUNITY

We will enable you to have impactful interactions with your customers. We're focused on long-term success and can provide the tools to empower our agents to deliver quality over quantity.

# We give you the confidence to succeed

We give you the knowledge and confidence to have meaningful conversations with your customers about our products and services and accelerate business growth through a dynamic training program.



## Agent Academy

At AIG, we share knowledge to build value. Whether you're a new or experienced Agent, our training curriculum is broad and includes Product, Sales, Claims and Business Management subjects, to meet your development requirements. After each training, you will be provided with a certification of accomplishment to amplify your reputation with your customers and meet your local continuous education requirements.



## Training Expertise

Training will be provided by our in-house, experienced colleagues who are familiar with Agency business and who can provide skilled guidance. We also enhance trainings with case studies and testimonials, with the help of claims experts, engineers and other internal/external subject matter experts who enable dynamic discussion and interactive sessions.



## Training Delivery

We use various tools and methodologies to enrich your learning experience. Training may be located in a classroom, via a webinar or we provide self-paced options that you can undertake on-demand. Make sure you check MyAIG for any upcoming training opportunities.

## AGENT OPPORTUNITY

Our training aims to give you the knowledge to maintain a positive dialogue with your customers, helping to win their confidence.

# We provide tools for ease of trading

To help you to present our products and services as powerfully as possible to your customers, we provide a stream of sales tools, including trading platforms brochures, case studies, and regular communications.



## Sales and Marketing Collateral

Our expanding range of sales materials are localised to meet your needs. They explore the sales opportunities, key sales messages, common objections and claims scenarios to increase customers' awareness of their exposures, and pave the way for productive conversations with you.

## AGENT OPPORTUNITY

Our sales tools and insights can help strengthen your position as a valued risk advisor for your customers.



AIG

Log In

Email

agent@abcagency.com

Remember me

Next

need help signing in?

Don't have an account? [Sign up](#)



[Explore more](#)



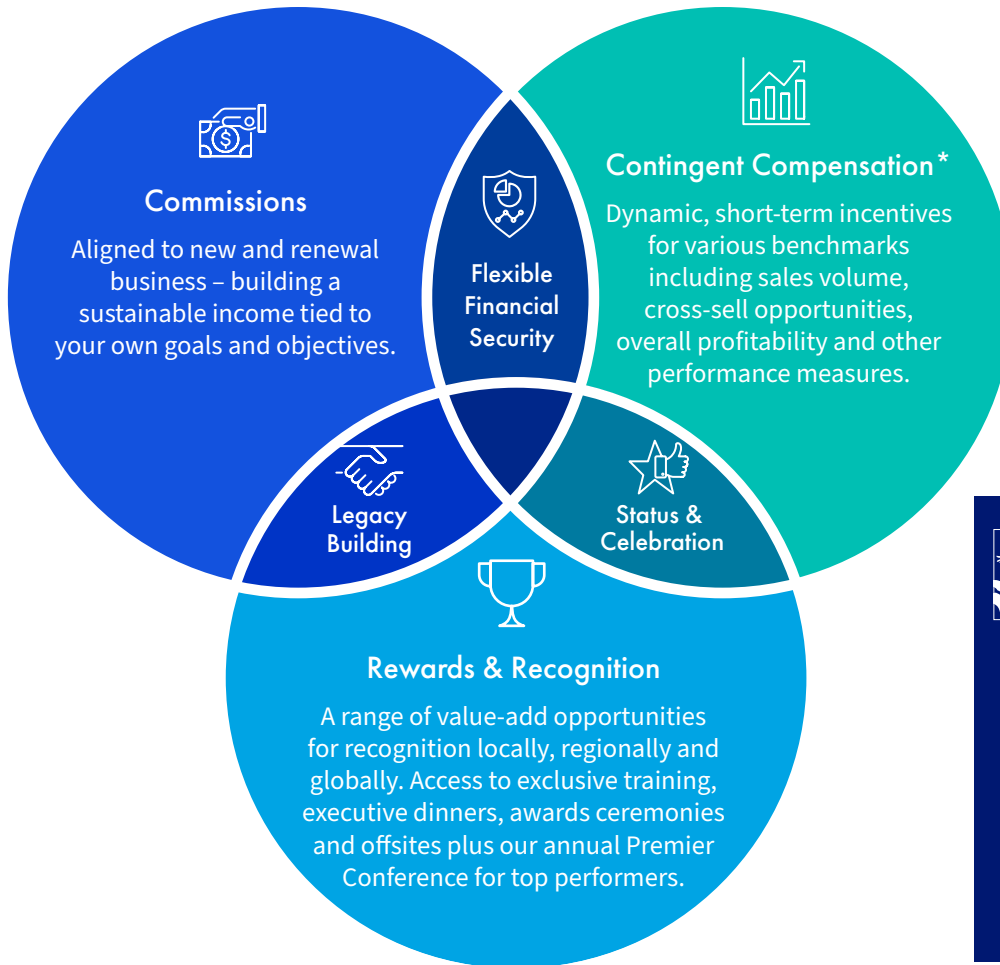
## myAIG

A reimagined broker portal with improved ease and self-service capabilities including policy documentation, activity tracking, access to upcoming trainings and a document hub.

[Find out more.](#)

# We offer dynamic compensation and rewards

We acknowledge that you play a vital role in the insurance purchasing process, advising and consulting with customers, and we provide you with competitive compensation and exciting rewards programs in recognition of your participation.



 **AIG PREMIER CONFERENCE MADRID 2025**

“In 2025, 100+ agents celebrated their success in Madrid, Spain at the AIG Premier Conference. Where will your hard work with AIG take you next?”

Ganeswaran Subramaniam,  
Head of Agency & Partnership  
Asia Pacific

**AGENT OPPORTUNITY**

With a flexible compensation structure, you're in control of your own success through a range of value-based opportunities.

\*To the extent that applicable laws and regulations allow

# We're the problem solvers of choice

When it comes to claims excellence, we're the problem solvers of choice. Whether your customer's claim is straightforward or complex, we provide a tailored claims service that will exceed your customer's needs — whenever and wherever a loss occurs.



## Claims Specialisation

Our claims operation is one of our greatest strengths. Our claims professionals are knowledgeable, responsive and empowered decision makers with specialist expertise. We assign each claim to an expert from the relevant line of business to ensure that they can provide tailored support and resolve it as efficiently as possible.



## Unmatched Service

We're recognised for our prompt and fair payment of claims - whether they're big or small. With specialist adjusters, experienced decision makers and a longstanding track record, we offer unmatched service that puts your customer's needs at the heart of the claims process.



## Global Presence, Local Expertise

We handle claims locally, with the support of our extensive global network. Our claims professionals understand your market, local legislation, compliance and cultures — a service advantage that your customers will be hard-pressed to find anywhere else.

**400+**

APAC claims experts



**\$1bn+**

Total claims paid in 2024



**99.9%** of all claims resolved by local decision maker



Average claims paid per day

**\$4.4m+**



**651,000+**

Total claims closed in 2024

## AGENT OPPORTUNITY

Expert and efficient claims servicing can generate improved customer service, customer loyalty and traction at renewal time.

# Why AIG for Agents?

## Your opportunity to partner with a global leader

American International Group, Inc. is a leading global insurance organisation. AIG provides insurance solutions that help businesses and individuals in over 200 countries and jurisdictions protect their assets and manage risks. As a leader in commercial and personal insurance solutions, we are one of the world's most far-reaching property casualty networks, offering a broad range of products, including Liability, Financial Lines, Commercial, Property, Global Specialty, Personal Lines and Group Accident and Health.

AIG has established a reputation as a leading insurer and long-standing partner to brokers and agents throughout Asia Pacific. We're committed to offering outstanding service and claims expertise to clients which comprise of individuals, small and medium enterprises and multinational corporations, when they need it most.

### AIG at a Glance



**200+** countries and jurisdictions served through AIG operations and network partners



**100+** years in operation

**22,000+**

Colleagues globally



**\$7.7B\***

parent liquidity



**\$23.9B\***

general insurance net premiums written



best-in-class global claims network



**100K+**

network of agents across Asia incl AIG Japan, TATA AIG, AIG China, and AIG Asia Pacific

### AIG in Singapore

Serving Singapore's community since

**1953**



12 dedicated Business Development Managers & Sales Leads to support our agents

**~1,000**

agents caring for our customers' needs



As a trusted partner, AIG Singapore supports the largest number of General Insurance agents in the market

# Our Agents share their perspective on Why AIG

We are partnered with over 12,000 agents in Asia Pacific. Our agent partners are proud of their success with AIG and are pleased to share their personal experience below.



## Competitive Remuneration



**Chusak Tantikosol**  
Thailand

"AIG is a company that offers a wide range of insurance coverage, takes care of its customers and business partners and offers clear communication and support. AIG also provides its agents with competitive compensation and recognition for the work we do."



## Strong underwriting capacity



**Winnie Tan**  
My E-Link Consultancy - Malaysia

"I've been with AIG Malaysia since 2000, witnessing over 24 years of growth.  
Joining AIG has been an incredible journey for me, starting from zero and seeing the remarkable progress, while working together with a dynamic team.  
Welcome aboard, and let's build a prosperous future together with AIG Malaysia."



## Claims excellence



**George Kuah**  
George Kuah Agency - Malaysia

"Since joining AIG as an insurance agent, I have been consistently impressed by the company's unwavering commitment to excellence, its dedication to providing exceptional customer service, and AIG's focus on the professional growth and development of its agents.  
The various training initiatives offered, have not only equipped me with valuable skills but have also fostered an environment where growth is not just encouraged but actively supported. These programs have been instrumental in shaping my career path within AIG.  
I am proud to be an AIG agent and I highly recommend AIG to anyone who is looking for a rewarding career in the insurance industry."



## Ease of doing business



**Somchai Tangchithavornkul**  
Thailand

"I think AIG is an international company with a strong financial position and long experience in the insurance business. AIG has various products ready to serve a variety of customers and their team has a wealth of knowledge and expertise, providing me with excellent advice."



**German Cheung**  
Hong Kong

"AIG is my trusted partner in General Insurance, their expertise in Financial Lines. My clients feel secure with the coverage AIG provides, due to the financially powerful and influential background, the long-standing reputation, and the exceptional service they offer.  
Thank you for always valuing us and exploring ways to encourage agents to strive for greater success."

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## Competitive Remuneration



**Billy Lai**  
Hong Kong

“AIG has the best incentive conference among insurance companies. We have the opportunity to broaden our horizons and meet great agents and share in these valuable experiences. I also appreciate the people and services AIG provides. The flexibility and self-service platforms help me stand out and close deals easily, and the claims service is efficient and reliable. From an agent’s perspective, I feel very confident selling AIG insurance to my clients with all this support.”



## Strong underwriting capacity



**Ryu, Hong Yeol**  
Korea

“I first began to work in the insurance industry in 2008 with both hopes and fears about my new job.

I didn’t know what to do and how to do it because it was my first time in the insurance business, but I gradually began to understand general insurance products thanks to the training offered for new joiners. The underwriting training I received every week also helped a lot for me to acquire knowledge about each product.

Having underwriters in the meetings with our customers is also very useful for understanding and meeting customer needs.

This is one of the strong suits AIG has, and the fact that underwriters tend to stay with AIG for a long time, means underwriters also know our customers well, which gives us an advantage over our competitors.

The unique product training and expertise that AIG offers and detailed business plans helped us meet any client and proudly tell them the great things AIG can do for them.

Over the 17 years since partnering with AIG, I have developed and grown, and I firmly believe that I can achieve a lot more with the time I have left with AIG going forward.

I believe that choosing to partner with AIG was the best decision!”



## Claims excellence



**Kim, Dong Wook**  
Korea

“I joined back in 2004 and for 21 years now, I have been growing with my teammates on this great journey with AIG.

At first everything was new to me, so I found it a little difficult to get used to being here. But by working together with my colleagues and attending well-prepared training, and above all, getting the trust of my teammates, I was able to reach where I am now.

Working as an insurance agent, I felt firsthand what a noble job it is because insurance can protect families and companies from crisis and it can also help bring happiness to the families of our colleagues. I am very proud of my role as an insurance agent.

I am very much looking forward to the days ahead of us, working and growing together with my teammates and creating a better future. I love AIG.”



## Ease of doing business

# Our Agents share their perspective on Why AIG

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Competitive Remuneration



Strong underwriting capacity



Claims excellence



Ease of doing business



**Ting See Ping**  
TSP Consultants Pte Ltd  
Singapore

“Choosing to partner with AIG was the best decision I could have made for my career when I made the decision to venture into general insurance back in 2000.

Here is what made AIG different. They didn’t just give me a product book – the agency team saw my potential and acted as a growth consultant to guide me and build solutions for my clients. They were the strategic partners who helped me see the bigger picture and their counsel has been invaluable. My journey with AIG has shaped me into a problem-solver for my clients where insurance plays a key part of their business planning.

AIG is the partner for builders where you will have the tools, the collaboration, and the guidance to turn ambition into a thriving career.”



**Jennifer Lim**  
Allink Insurance Agency Pte Ltd  
Singapore

“Choosing to represent AIG Singapore was a significant career decision I made 35 years ago.

It was about aligning with a brand that provides a powerful combination of market reputation, product strength, claims promise and agent support. I am proud to be associated with AIG and value AIG as a strategic partner. Thank You AIG.”

# Contact Us

## Hong Kong

AIG Insurance Hong Kong Limited,  
7/F, One Island East,  
18 Westlands Rd,  
Quarry Bay,  
Hong Kong

+852 3555 0000

[aig.com.hk](http://aig.com.hk)

## Korea

AIG Korea Inc,  
27 Floor, Two IFC,  
10 Gukjegeumyung-ro,  
Youngdeungpo-gu,  
Seoul (07326),  
Korea

+82 22260-6800

[aig.co.kr](http://aig.co.kr)

## Malaysia

AIG Malaysia Insurance Berhad  
Menara Worldwide,  
198, Jln Bukit Bintang,  
Bukit Bintang,  
55100 Kuala Lumpur,  
Wilayah Persekutuan  
Kuala Lumpur,  
Malaysia

+60 1-800-88-8811

[aig.my](http://aig.my)

## Singapore

AIG Asia Pacific Insurance Pte. Ltd,  
78 Shenton Way,  
#09-16 AIG Building  
Singapore 079120

+65 6419 3000

[aig.sg/agency](http://aig.sg/agency)

## Thailand

AIG Insurance Public Company (Thailand) Ltd,  
989 Siam Piwat Tower,  
21st and 23rd Floor,  
Rama I Road,  
Patumwan,  
Bangkok 10330,  
Thailand

+66 2649 1999

[aig.co.th](http://aig.co.th)

## Vietnam

AIG Vietnam Insurance Company Limited,  
Tower 1,  
9th Floor,  
Saigon Centre Building  
65 Le Loi,  
District 1,  
Vietnam

(84-28) 3914 0065

[aig.com.vn](http://aig.com.vn)



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