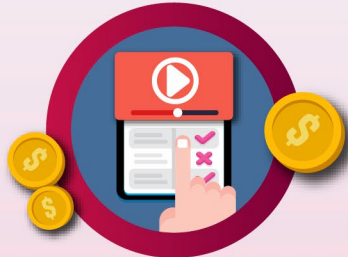


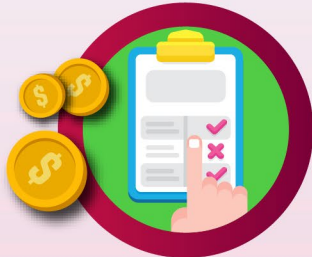


BE REWARDED

with **COINS, TROPHIES & BADGES** for your **Activities & Performance** in your Life Planner App!



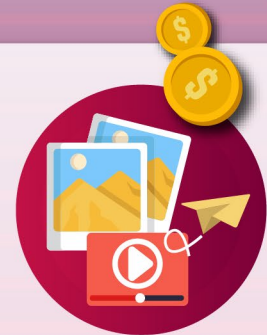
**ALWP
Bite-Sized Learning**



**Attending and
Completing Trainings**



Setting ANP/ANC Goals
(Leaders can set Direct Team & District Group ANP/ANC goals)



Generating and Sharing Content Links via iCari
(Must have views from customers/prospects)



Leads Generated from iCari



Acting on Campaign Leads



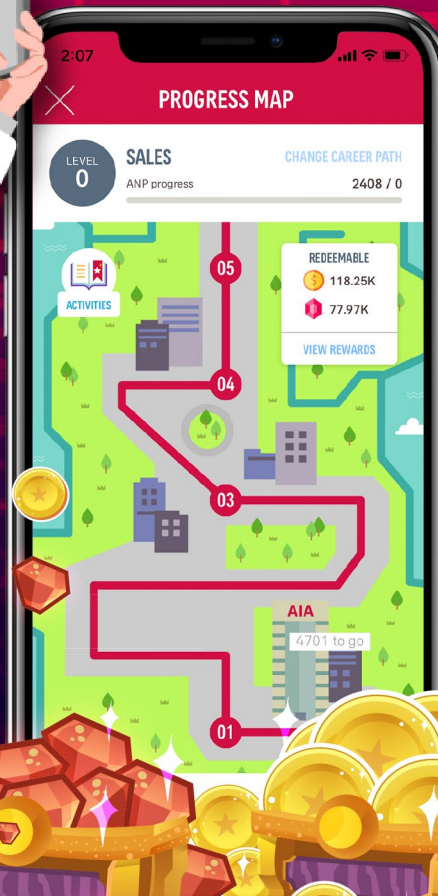
Creating New Contact



Making Calls
(with call outcome updated)



My AIA App Adoption (Customer)



Setting New Appointments
(exclude appointments with Self / Colleague)

COINS can be used at our GIFT STORE to redeem prizes!

Please refer to the R&R for more details
Contest Period: **1 - 30 November 2021**

2021 ALPA Gamification

A) Contest Period

1 – 30 November 2021

B) Eligibility

All Ranks

C) Requirements

1. Prerequisite:

- 1.1. Installation of the AIA Life Planner App (ALPA) is required.
- 1.2. Kindly follow the steps below to install ALPA:
 - 1.2.1. Log in to AIA Life Planner Portal (ALPP) → AIA Applications → Life Planner App.

2. The requirements for the **2021 ALPA Gamification** are as described in Table 1.1 and 1.2:

Tier	Requirements		Validation Criteria	Coins Rewarded				Agency Leader Overriding Coins (OC)	
	Actions Performed in ALPA			Per Action	All Ranks				
					Max Capped				
		Daily	Weekly	Yearly					
A1	Setting ANP/ANC Goals	Personal Sales (All ranks)	Successful confirmation of Personal Sales ANP/ANC Goal.	500	-	-	500	30% OC from Total Coins Earned within Direct Team (DT) + 15% OC from Total Coins Earned within District Group (DG)	
A2		Direct Team (UM/DM)	Successful confirmation of Direct Team ANP/ANC Goal.	500	-	-	500		15% OC from Total Coins Earned within District Group (DG)
A3		District Group (DM)	Successful confirmation of District Group ANP/ANC Goal.	500	-	-	500		-
B	Generating and Sharing Content Links	Each Content Link	Successful generation and sharing of content links with views/clicks from customers/prospects.	50	-	750	-	30% OC from Total Coins Earned within Direct Team (DT) + 15% OC from Total Coins Earned within District Group (DG)	
C	Leads Generated from iCari	Each Lead	Successful generation of Leads from iCari Content Link.	20	-	-	-		
D1	Creating New Contact	Each New Contact	Successful addition of New Contact.	20	-	2,100	-		
D2		Every 35 New Contact per week		Additional 300	-	900	-		
E1	Making Calls	Each Call	Successful submission of Call Outcome after the call.	20	-	1,800	-		
E2		Every 6 Calls per Day		Additional 50	150	750	-		
E3		Every 30 Calls per Week		Additional 150	-	450	-		

Table 1.1

Tier	Requirements		Validation Criteria	Coins Rewarded				Agency Leader Overriding Coins (OC)
	Actions Performed in ALPA/MY AIA			Per Action	All Ranks			
					Max Capped			
					Daily	Weekly	Yearly	
F1	Setting New Appointments	Each Appointment	Appointments set with Customers.	20	-	1,500	-	30% OC from Total Coins Earned within Direct Team (DT) + 15% OC from Total Coins Earned within District Group (DG)
F2		Every 25 Appointments per week		Additional 500	-	1,500	-	
G1	Acting on Campaign Leads	Each Call made to Campaign Leads	Successful submission of Call Outcome after the call.	Additional 20	-	-	-	30% OC from Total Coins Earned within Direct Team (DT) + 15% OC from Total Coins Earned within District Group (DG)
G2		Each Appointment set with Campaign Leads	Appointments set with Campaign Leads.	Additional 20	-	-	-	
G3		Each Transfer of Campaign Leads (UM/DM)	Successful transfer of Campaign Leads to downlines.	20	-	-	-	
H1	My AIA App Adoption (Customer)	Each First Login	First successful Login in the My AIA App	100	-	-	-	-
H2		Each FHC Completed	Successfully complete FHC and Submit Leads	300	-	-	-	-
I	Attending and Completing Trainings	Each Training Completed	Successfully complete the Listed Trainings (Refer to Note 3).	500	-	-	-	30% OC from Total Coins Earned within Direct Team (DT) + 15% OC from Total Coins Earned within District Group (DG)
J	ALWP Bite-Sized Learning	Every 5 Downline LP who completes the activities	Successfully watch the ALWP Bite-Sized Video, answer the follow-up questionnaire and share the video with other Life Planners	1000	-	-	2000	-

Note:

1. Tiers A to G are actions to be performed in ALPA.
2. Tier H are actions to be performed in the My AIA App by the Customer.
3. Listed Trainings refers to the following:
 - 3.1 A-Life Wealth Builder (ALWB) Booster Workshop.

Table 1.2

2.1. Definitions:

- 2.1.1. **Day** – A day is defined as 12:00 a.m. – 11:59 p.m.
- 2.1.2. **Week** – A week is defined as 7 days starting Monday 12:00 a.m. – Sunday 11:59 p.m.
- 2.1.3. **Year** – A Year is defined as a calendar year starting 1 January to 31 December.
- 2.1.4. **ANP/ANC** refers to Annualized New Premium (ANP)/Annualized New Contribution (ANC) captured for Individual Life and Family Takaful products.

2.2. Coins Rewarded:

- 2.2.1. Refers to virtual coins for gifts redemption purposes in the Gift Store in ALPA.
- 2.2.2. Cash-in-Lieu (CIL) is not allowed.
- 2.2.3. Coins will be rewarded (upon system refresh) to each Life Planner or Agency Leader upon successful completion of the respective actions in ALPA.

- 2.3. **Tier A: Setting ANP/ANC Goals:**
- 2.3.1. **Tier A1** – All Life Planners and Leaders who have successfully set a Personal Sales ANP/ANC Goal in ALPA will receive 500 coins.
 - 2.3.2. **Tier A2** – UMs and DMs who have successfully set a Direct Team ANP/ANC Goal in ALPA will receive 500 coins.
 - 2.3.3. **Tier A3** – DMs who have successfully set a District Group ANP/ANC Goal in ALPA will receive 500 coins. Overriding Coins (OC) is not applicable.
 - 2.3.4. Coins will only be rewarded once a year.
- 2.4. **Tier B: Generating and Sharing Content:**
- 2.4.1. Each content link generated and shared via iCari will receive 50 coins (Max 750 coins per week).
 - 2.4.2. Each content shared **must** have views/clicks from customers/prospects to be counted.
- 2.5. **Tier C: Leads Generated from iCari:**
- 2.5.1. Each Lead generated from iCari will receive 20 coins.
 - 2.5.2. The Leads **must** click “Interested” on the shared link to be counted.
- 2.6. **Tier D: Creating New Contact:**
- 2.6.1. **Tier D1** – Each successful new contact created in ALPA will receive 20 coins (Max 2,100 coins per week).
 - 2.6.2. **Tier D2** – Every 35 successful new contacts created per week in ALPA will receive 300 coins (Max 900 coins per week).
 - a) If the participants had created 70 new contacts per week, they will receive 600 coins.
 - b) If the participants had created 105 new contacts per week, they will receive 900 coins.
 - c) Maximum coins under this tier is 900 coins per week.
 - 2.6.3. The mobile number of each contact **must** be valid.
 - 2.6.4. In the event if the contact is later deleted, the coins rewarded will be adjusted accordingly.
- 2.7. **Tier E: Making Calls:**
- 2.7.1. **Tier E1** – Each successful call made in ALPA will receive 20 Coins (Max 1,800 Coins per week).
 - 2.7.2. **Tier E2** – Every 6 successful calls made per day in ALPA will receive 50 Coins (Max 150 Coins per day, Max 750 coins per week).
 - a) If the participants had made 12 calls per day, they will receive 100 Coins.
 - b) If the participants had made 18 calls per day, they will receive 150 Coins.
 - c) Maximum coins under this tier is 150 coins per day **AND** 750 coins per week.
 - 2.7.3. **Tier E3** – Every 30 successful calls made per week in ALPA will receive 150 Coins (Max 450 Coins per week).
 - a) If the participants had made 60 calls per week, they will receive 300 Coins.
 - b) If the participants had made 90 calls per week, they will receive 450 Coins.
 - c) Maximum coins under this tier is 450 coins per week.
 - 2.7.4. Call outcome (regardless of the option) **must** be updated after each call to be counted.
- 2.8. **Tier F: Setting New Appointments:**
- 2.8.1. **Tier F1** – Each appointment set with a Customer in ALPA will receive 20 coins (Max 1,500 Coins per week).
 - 2.8.2. **Tier F2** – Every 25 appointments set with Customers per week in ALPA will receive 500 Coins (Max 1,500 Coins per week).
 - a) If the participant had set 50 appointments with Customers per week, they will receive 1,000 coins.
 - b) If the participant had set 75 appointments with Customers per week, they will receive 1,500 coins.
 - c) Maximum coins under this tier is 1,500 coins per week.
 - 2.8.3. All appointments set with Self or Colleague **will not** be counted.
 - 2.8.4. In the event if the appointment set with a Customer is later cancelled, the coins rewarded will be adjusted accordingly.

2.9. **Tier G: Acting on Campaign Leads:**

2.9.1. **Tier G1** – Each successful call made in ALPA to the Leads from any Campaign will receive Additional 20 Coins on top of **Tier E1** (i.e. total 40 coins):

a) Call outcome (regardless of the option) **must** be updated after each call to be counted.

2.9.2. **Tier G2** - Each appointment set with a Leads from Campaigns in ALPA will receive Additional 20 Coins on top of **Tier F1** (i.e. total 40 coins):

a) In the event if the appointment set with a Lead is later cancelled, the coins rewarded will be adjusted accordingly.

2.9.3. **Tier G3** – UMs and DMs who transfer their Leads from Campaigns to their downlines in ALPA will receive 20 Coins:

a) UMs can transfer the Leads to their downlines within their Direct Team.

b) DMs can transfer the Leads to their downlines within their Direct Team or District Group.

c) Coins will only be rewarded once for each Lead.

d) Overriding Coins (OC) is not applicable.

2.10. **Tier H: My AIA App Adoption (Customer):**

2.10.1. **Tier H1** – Each successful **First Login** by the customer to the My AIA App, the last servicing Life Planner will receive 100 Coins.

a) **First Login** refers to customers who has not registered in My AIA App prior to **31 October 2021** and subsequently has registered in My AIA App for the first time **within 1 – 30 November 2021**.

b) Only **First Login** via MY AIA App is counted.

c) Kindy refer to the following link for more information. The link can be shared to the customers as a guideline:

(i) English → <https://www.youtube.com/watch?v=LFM9QkdbKJQ>

(ii) Bahasa Malaysia → <https://www.youtube.com/watch?v=Mz7I7eMpBgg>

(iii) Mandarin → <https://www.youtube.com/watch?v=jAla6UvOtPw>

2.10.2. **Tier H2** – Each successful completion of all the following activities in My AIA App by the customer within **1 – 30 November 2021**, the respective Life Planner will receive 300 Coins:

a) Financial Health Check (FHC), **AND**;

b) Submit at least one (1) Lead.

c) Only existing customers with any in-force policy with AIA will be counted.

d) The policy must be in-force prior to completing the FHC or submitting the Lead.

e) Kindy refer to the following link for more information. The link can be shared to the customers as a guideline:

(i) English → <https://www.youtube.com/watch?v=4hp2CtpABBs>

(ii) Bahasa Malaysia → <https://www.youtube.com/watch?v=PdA8Q0heMcl>

(iii) Mandarin → <https://www.youtube.com/watch?v=MIYLxHL2KO8>

2.11. **Tier I: Attending and Completing Trainings:**

2.11.1. Successful completion of each of the following Trainings will receive 500 Coins:

a) A-Life Wealth Builder (ALWB) Booster Workshop.

2.11.2. Participants must meet all the following requirements to be counted:

a) Pre-register for the workshop via iLearn.


b) Attend and fully complete the sessions to be counted:

(i) Attendance may be taken multiple times during the session.

(ii) Participants who join or leave halfway throughout the session will not be counted.

2.12. Tier J: A-Life Wealth Premier (ALWP) Bite-sized Learning:

2.12.1. Every 5 downline Life Planners who complete **ALL** the following activities in Microsoft Stream, the immediate upline UM/DM will receive 1,000 coins (max 2,000 coins per UM/DM):

- a) Watch the ALWP Bite-sized video
 - (i) Link: [Click Here](#)
- b) Answer the follow-up questionnaire
 - (i) The questionnaire can be accessed via a QR code at the end of the video.
 - (ii) Participants must answer both questions to be eligible.
 - (iii) Submitted answers must be valid and relevant to the question to be counted.
- c) Share the video with other Life Planners via email in Microsoft Stream as follows
 - (i) Select the Share icon  on any ALWP Bite Sized Video
 - (ii) Select the Email Tab and add the list of people or groups.
 - (iii) Select Send and Close.

2.12.2. Only UMs and DMs can receive rewards under this Tier.

2.12.3. UM/DM who completed all the above-mentioned activities themselves will also be counted.

2.12.4. Each downline Life Planner and UM/DM will only be counted once towards the qualification, regardless if they complete the activities multiple times.

2.13. Overriding Coins (OC):

2.13.1. Only the following Agency Leaders are eligible:

- a) Unit Managers (UM)
- b) District Managers (DM)
- c) Direct Appointed Unit Managers (DAUM)
- d) Direct Appointed District Managers (DADM)

2.13.2. 30% OC is counted based on the total coins earned by the Leader's downlines within the Direct Team.

2.13.3. 15% OC is counted based on the total coins earned by the Leader's downlines within the District Group.

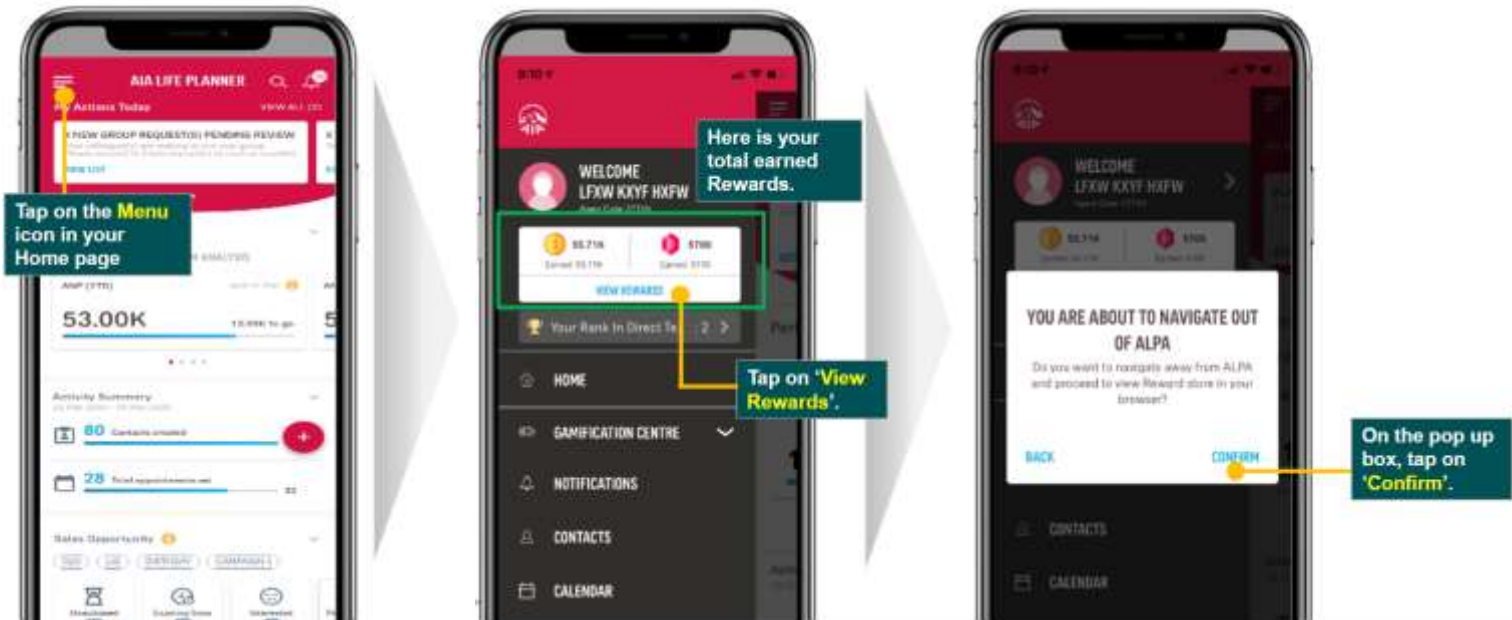
2.13.4. Any adjustments made to the coins rewarded to the Life Planners will subsequently impact the Leader's OC.

2.13.5. Illustration

Leader	Direct Team or District Group	Life Planner	Coins Earned	Calculation	Total OC for Leader
X	District Group	A	300	$15\% \times (300 + 450 + 0 + 550 + 100)$	210 Coins
		B	450		
		C	0		
		D	550		
		E	100		
Y	Direct Team	F	700	$30\% \times (700 + 1,500 + 650 + 150)$	900 Coins
		G	1,500		
		H	650		
		I	150		
Z	Direct Team	J	0	$30\% \times (0 + 0 + 0)$	0 Coins
		K	0		
		L	0		

D) Gifts Redemption

1. All qualifiers can redeem gifts from the Gift Store based on the coins earned and subject to availability of the gifts.
2. Kindly refer to the screenshot below on steps to access the Gift Store.
3. Kindly refer to the Appendix for the for the examples of gifts available (subject to availability). Kindly refer to the Gift Store for available gifts and updates.
4. All redemption from the Gift Store are subject to declaration in their respective CP58 statement.



E) General Provisions

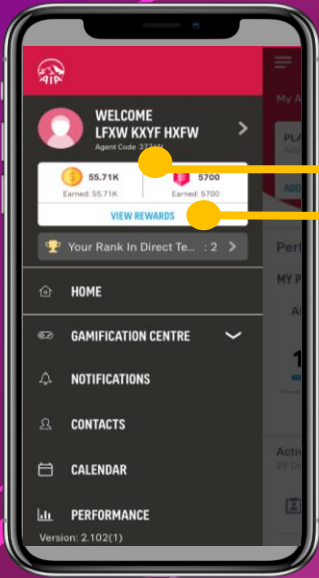
1. Kindly refer to the "2021 Agency Contest's General Provisions" for more details.



LIFE PLANNER APP GAMIFICATION

* Updated as of 25 Oct 2021. While stocks last.

Redeem attractive gifts from **Gamification Gift Store**



Here is your total Earned Coins.
Tap on **'View Rewards'** to start redeeming



One (1) Bath Towel



Five (5) Leather Sanitizer Holder

Barry Smith Laptop Backpack



Barry Smith Foldable Duffle Bag with Shoe Compartment



Barry Smith Foldable Duffle Bag



Barry Smith Foldable Travel Backpack(Black)



Barry Smith Kid's School Bag (Blue)



PU Document Bag



Ogawa USB Eye Mask



Barry Smith Kid's School Bag (Pink)



Digital Organizer



Digital Organizer Case



Barry Smith RFID Security Waist Pouch (Grey)



Ogawa Aura Mate Personal Air Purifier





LIFE PLANNER APP

GAMIFICATION



Redeem attractive gifts from **Gamification Gift Store**



Detachable World Travel Adaptor



Car Smartphone Holder



24" Inverted Umbrella



Colour Changing Sun Protection Umbrella



Fora Arm Blood Pressure Monitoring System



Ucare KN95 (5 Ply) Nano Copper Oxide Anti Virus Face Mask + Mizu Cleanse Sterilizer



One (1) Stainless Steel Bottle



One (1) Straw Wheat Hand Cup



Fora Infrared Thermometer



Microfiber Hand Towel With Pouch



Reusable Stainless Steel Straw Set



Restore Multi-surface Disinfectant 2L



Restore Multi-surface Disinfectant 500ml



Three (3) Hand Sanitizer 100ML



Five (5) Anti-Germ Antibacterial Wipes



Restore 3 Layer Medical Surgical Face Mask



Restore Disinfectant 70% Isopropyl Alcohol Wipes



LIFE PLANNER APP

GAMIFICATION



Redeem attractive gifts from **Gamification Gift Store**



Single Bottle Yan Society Premium Concentrated Bird's Nest



Twin Pack Yan Society Premium Concentrated Bird's Nest



Yan Society Ready To Drink Bird's Nest



Yan Society Raw Cleaned Bird's Nest - Whole Piece (100gm)



Yan Society Raw Cleaned Bird's Nest - Whole Piece (50gm)



Yan Society Raw Cleaned Bird's Nest - Tiny Pieces (100gm)



Yan Society Raw Cleaned Bird's Nest - Tiny Pieces (50gm)



Ogawa Omknee 2.0 Foot & Knee Massager



Two (2) Eco Wheat Bottle



Habo by Ogawa Thermocryo Facial Lifting Device



Ogawa Eye Touch Plus



Habo by Ogawa At-Home IPL Hair Removal



Stainless Steel Thermos Flask Drinking Water Bottle 1.1L



Ogawa Massage Pillow - Mobile Shiatsu QT



Ogawa Unique Sheen W Facial Lifting & Massage Device With Heat



Habo by Ogawa Charging Blackhead removal



Ogawa Snazzy Touch



LIFE PLANNER APP

GAMIFICATION



Redeem attractive gifts from **Gamification Gift Store**



Medklinn Versa 45 - Purifier and Sterilizer



Mi Dash Cam 1S



Beurer Facial Brush



Beurer Callus Remover



Beurer Ionic Detangling Brush



Ogawa Turtle Massager



Ogawa Tinkle Touch Music Massage Pillow - Purple



AIA Premier Email storage Upgrade



Samsung Galaxy Buds Live



Medklinn Asens+20 - Purifier & Sterilizer



Medklinn Autoplus - Air and Surface Sterilizer



Ogawa Ultimate Germagic Air Purifier



Habo_by Ogawa Automatic Foaming Facial Cleansing Massager



2 in 1 Wheat Straw Set



Choicemmed Fingertip Pulse Oximeter, MD300C29



Beurer Glass Scale



500ml Hand Spray Sanitizer (West Malaysia only)

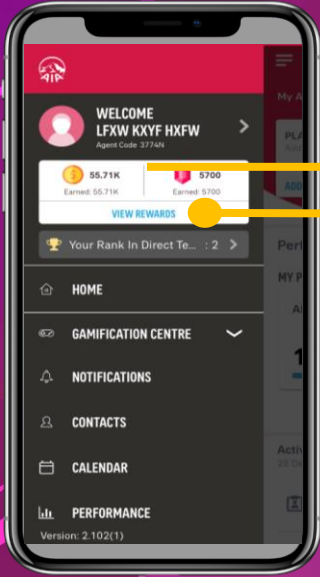


LIFE PLANNER APP

GAMIFICATION



Redeem attractive gifts from **Gamification Gift Store**



Here is your total Earned Coins.

Tap on **'View Rewards'** to start redeeming



Essential Kit – Mini Rechargeable Portable Nano Airmist Spray



Portable Juice Blender



Two (2) Boxes Cross Protection Face Mask for Adult (Sensitive)



Two (2) Boxes Cross Protection Face Mask For Kid



Medklinn Asens+40 Air and Surface Sterilizer



Medklinn Versa 25 Purifier and Sterilizer



Two (2) Boxes Covid-19 Antigen Rapid Test (Oral Fluid)



Swisse Ultiboost Evening Primrose Oil



Ogawa Fine Mist Aroma Diffuser



Swisse High Strength Vitamin C 1000mg Effervescent



Swisse Ultiboost Bilberry 15,000mg



Hydrogen Water Anytime



MTEX KN95 Protective Mask - 1 box



Swisse Ultiboost Odourless High Strength Wild Fish Oil 1500mg

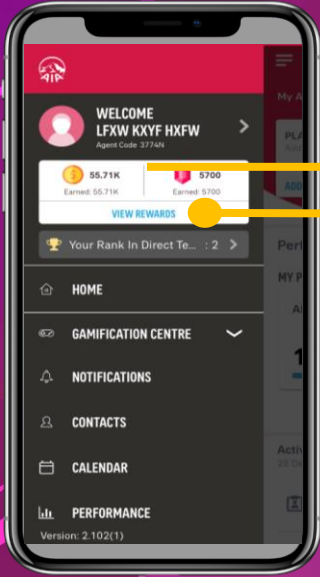


LIFE PLANNER APP

GAMIFICATION



Redeem attractive gifts from **Gamification Gift Store**



Here is your total Earned Coins.

Tap on **'View Rewards'** to start redeeming



Swisse Ultiboost Grape Seed 14250g



Swisse Ultiboost Calcium + Vitamin D



Two (2) Washable Fabric Face Mask with AIA Logo



Restore Sanitizer 500ml + Powerful Mist Spray Bottle



Nano Sprayer Gun

Smart Hanging UV Kitchen Utensils Storage Cage



Multipurpose Home Cleaning Robot

6-in-1 Multi Charging Dock



Smart LED Steel Vacuum Flask with Temperature Inductor



Bluetooth Speaker Mirror with Light



Yuka Zan KF94 4 Ply Protective Face Mask 50S - Peach/Lavender (Adults)



HONBO Organic Spirulina (210mg x 1000's)



Yuka Zan KF94 4 Ply Protective Face Mask 50S - Navy Blue/Black (Adults)



Yuka Zan Kf94 4 Ply Protective Face Mask 50S (Kids)



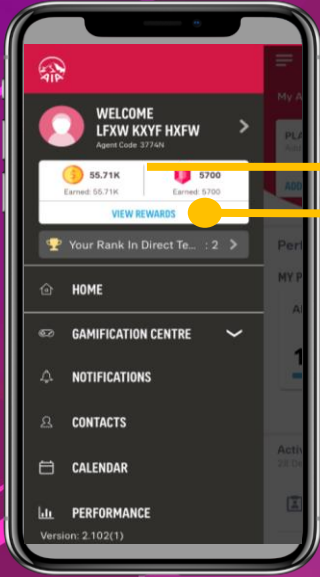


LIFE PLANNER APP

GAMIFICATION



Redeem attractive gifts from **Gamification Gift Store**



Here is your total Earned Coins.

Tap on **'View Rewards'** to start redeeming

HONBO Green Propolis Brazil (3's X 10ml)



GLOU Essence of Chicken With Ginkgo Biloba and American Ginseng (6 x 70g)



Montblanc M_Gram 4810 Business Card Holder with Banknote



Montblanc M Buckle Black/Tan 35 mm Reversible Leather Belt



Montblanc Meisterstück Soft Grain Wallet 11cc with View Pocket, Black



2.5L Multi Cooker



HAI-0 Cordyceps Capsule Gift Pack (60's x 2)



Edifier Headphone G33BT



Edifier Gaming Speaker X230



Edifier Speaker R1700BT



Edifier Wireless Headphone W820NB

