



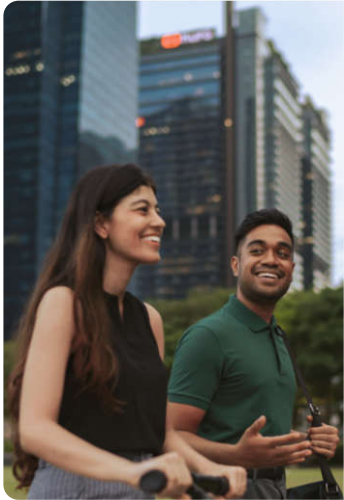
HEALTHIER, LONGER,
BETTER LIVES

HEALTH & WELLNESS

AIA ESG REPORT 2024
SUBSECTION REPORT

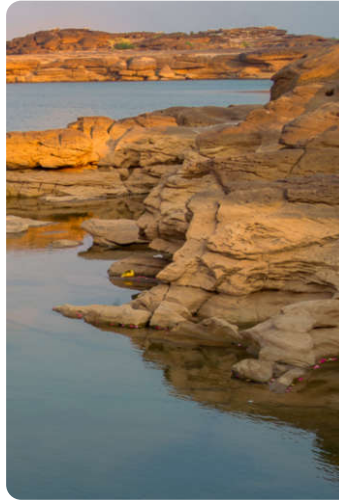


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HEALTH & WELLNESS

Health & Wellness is one of AIA's five ESG strategic pillars. The purpose of this pillar is to direct AIA's resources to engaging, inspiring and delivering better health outcomes, championing financial inclusion and expanding access to quality care, producing a wider, fairer impact on society.

Health & Wellness Priorities

- ⊕ [Engaging communities across Asia](#)
- ⊕ [Improving access to quality healthcare](#)
- ⊕ [Building better integrated health and wellness outcomes](#)

“Healthy is more than we think it is. It's more accessible, more achievable and more diverse. We need to change the way we see health to make it a bigger part of our everyday.”

STUART A. SPENCER
GROUP CHIEF
MARKETING OFFICER



“Though medical technology is rapidly advancing, many are increasingly finding healthcare less accessible and affordable. AIA is committed to transforming health insurance and healthcare delivery to meet the needs of millions of healthcare consumers in Asia.”

DR KELVIN LOH
GROUP CHIEF
HEALTHCARE OFFICER



In 2024, we advanced our mission to engage one billion people to live Healthier, Longer, Better Lives by 2030. By 31 December 2024, we have engaged 496 million people. Across all of our 18 markets we have strengthened our purpose-driven brand ecosystem. Our AIA Healthiest Schools Programme and global partnership with Tottenham Hotspur Football Club continued to drive meaningful engagement and impact. Through AIA Voices, we collaborated with experts, brand ambassadors and influencers to inspire healthier living. We launched the Rethink Healthy brand platform, promoting a holistic and sustainable approach to wellbeing. Additionally, we reinforced our financial inclusion initiatives, introducing insurance products for low-income customers and enhancing financial literacy through education.

In 2024, we expanded our health offerings across Asia, further strengthening our Integrated Health Care strategy to provide customers with more accessible, affordable, and effective healthcare solutions. Our efforts focused on addressing coverage gaps, personalising health plans to meet individual needs, managing the impact of medical inflation, and improving access to life-changing healthcare services.

Our Vitality programme, a science-backed health and wellbeing initiative, experienced an 8% increase in new participants, reflecting growing engagement in proactive health management. We remained committed to customer-centric innovation, prioritising health initiatives that enhance the overall healthcare experience. Throughout the year, we leveraged data-driven insights and analytics to improve healthcare delivery, equipping providers with valuable intelligence to optimise patient care and outcomes. By continuously refining our approach, we are shaping a more efficient, inclusive and sustainable healthcare ecosystem for the future.

ENGAGING COMMUNITIES ACROSS ASIA

This priority focuses on engaging communities across Asia to improve their physical, mental and environmental wellness while championing financial inclusion.

In 2024, we delivered and measured a wide range of purpose-led health and wellness initiatives spearheaded by our regional AIA Vitality Health and Wellness programme. This was reinforced with our five signature Groupwide engagement activities and local engagement initiatives focused on improving physical health, mental health, environmental health and financial inclusion.

AIA One Billion

AIA One Billion is a movement that extends far beyond our customer base to encompass individuals and communities across Asia. Through a series of engagement touchpoints, we aim to inspire behavioural change and make a long-lasting social impact. Our AIA One Billion goal is to engage one billion people to help them live Healthier, Longer, Better Lives by 2030.

Our AIA One Billion Theory of Change and Impact Pathway enables us to define our intent, activities and output and measure our impact on society.

To measure the behaviour change impact of our engagements, we focus on the five key determinants of non-communicable diseases (NCDs): physical inactivity, poor nutrition,

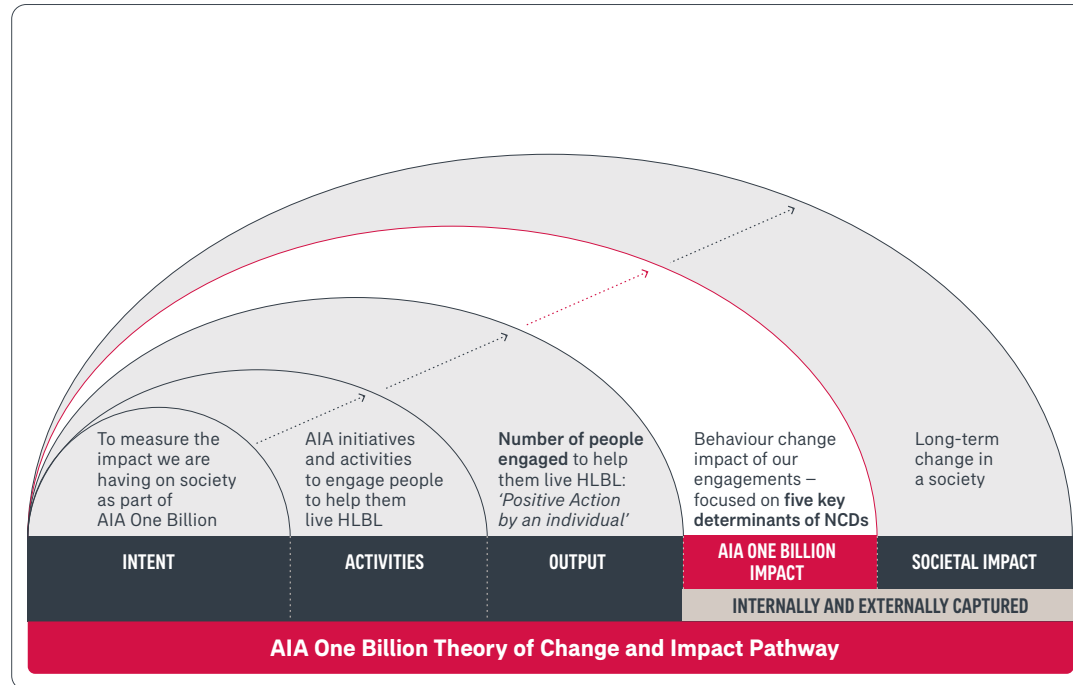
smoking, excess alcohol and our interaction with the environment.

The AIA One Billion Theory of Change and Impact Pathway uses a range of research methodologies to measure the overall impact of our initiatives. This includes our AIA Brand Power Monitor consumer research and in-person initiatives, such as the AIA Vitality Hub in Hong Kong.

Using a variety of research methodologies gives us a strong and reliable overview of our influence over health and wellness perceptions and the extent of behavioural change. As we continue to work towards our AIA One Billion goal, we will continue measuring the impact of our initiatives on people's lives and celebrate individual achievements.

For the period from October 2023 to December 2024, 46% of people we surveyed across Asia said they had been inspired by AIA initiatives to make a healthy living change to improve their current physical, mental, financial or environmental health.¹

¹ AIA Brand Power Monitor consumer research. This survey is conducted by Kantar across 14 of our markets, which covers over 5,000 respondents (general consumers) every quarter. Respondents were asked if they had engaged with our AIA website, met with an AIA agent, or engaged with our campaign and activities. This covers all AIA touchpoints with customers, clients and communities across Asia.



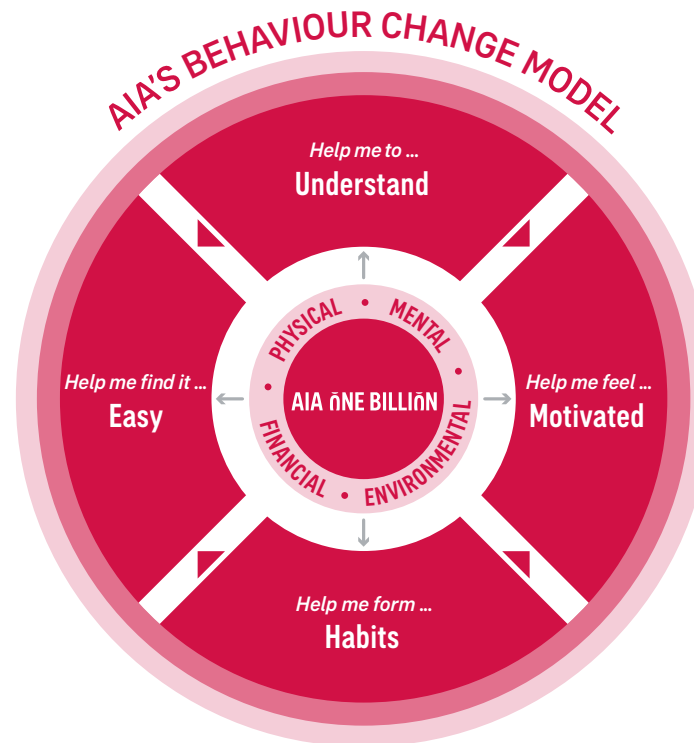
Purpose-led initiatives

Since launching AIA One Billion in 2022, we have delivered and measured a wide range of purpose-led health and wellness initiatives across all 18 markets. These initiatives aim to engage, educate, inspire and support communities, employees, individuals and business customers, and come in the form of advice, partnerships, events, community programmes and campaigns.

In 2024, we launched a series of AIA One Billion events and activities across the region aimed to impact more people on a personal level.

These events included fun runs and trails such as the AIA One Billion Trail in Thailand, JTBC Seoul Marathon in Korea, Score Marathon in Malaysia, AIA One Billion Run in Brunei, AIA Pink Run in Cambodia and Rock 'n' Roll Run in the Philippines. There has also been a 10-day spectacular event in Hong Kong with AIA One Billion week held at the AIA Vitality Hub and AIA Carnivals held across China consisting of sports, art, music and health service demonstrations.

All these AIA One Billion events encourage people to Join, Live and Share their Journey to support individuals and communities in their own personal health journey, at whatever stage they are at. This approach aligns with our Behavioural Change Model, which combines insights from existing behaviour models with AIA Vitality programme insights and research. This informs our understanding of people and what motivates them. We use this model to guide our AIA One Billion efforts and help us determine the best way to engage, inform and support people.



PROGRESS TOWARDS OUR GOAL



496 million
people engaged through AIA One Billion
by the end of 2024

By 31 December 2024, AIA has engaged **496 million** people towards our AIA One Billion goal.

We measure the cumulative year-on-year number of people engaged¹ and review, evolve and enhance our methodology each year in line with our activities. PricewaterhouseCoopers, Hong Kong (PwC) has undertaken a limited assurance engagement in accordance with the International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information in respect of the selected AIA One Billion performance metrics between 2022 and 2024.

The period from 1 January 2021 to 31 December 2022 was covered in 2022, while the subsequent periods were covered in the respective years.

Further information:

The number of people engaged through AIA One Billion has been rounded down to the nearest million. For the basis of preparation please see www.aia.com/aiaonebillion. Read more in the **ESG Data Supplement** of the **ESG Report 2024**.

¹ We define an 'engagement' as a positive action by an individual.

Signature programmes

Alongside local activities, we facilitated five signature programmes in 2024 that contributed to engagements across our markets.

1. AIA Healthiest Schools Programme

The AIA Healthiest Schools Programme aims to drive healthier habits among students aged 5 to 16 in the areas of:

- healthy eating
- active lifestyles
- mental wellbeing
- health and sustainability.

At the end of our second year, there were 2,376 registrations for the programme from Australia, Hong Kong, Indonesia, Malaysia, Vietnam and Thailand. We are working closely with the Ministry of Education in Indonesia and Malaysia to raise awareness of the importance of health and wellness education as we continue to grow the engagement and impact of this initiative.

Participating schools can enter the AIA Healthiest Schools Challenge, submitting innovative ideas to make their students and community healthier with a chance to win exclusive health and wellness experiences and prizes.

SK Putrajaya Presint 11(1) school from Putrajaya, Malaysia was crowned regional winner in July 2024 for creating a mental health wellbeing app for their school to help students become more aware of their stress levels and understand their emotions.

2. Partnership with Tottenham Hotspur Football Club

AIA is proud to be the Global Principal Partner of the Tottenham Hotspur Football Club. Active participation in sports promotes a healthy lifestyle, with football nurturing values such as teamwork, discipline and sportsmanship.

With the support of the club's accredited coaches, we hold football clinics across AIA markets. As at December 2024, 153,516 participants (mostly children) have taken part in AIA clinics with Spurs coaches across Asia. A digital hub hosts all AIA-Spurs related content and digital campaigns across multiple markets, which is shared on our social media channels to continue the conversation on topics such as healthy cooking and mental health.

3. AIA Voices

AIA Voices, our flagship content-led thought leadership platform, unites experts, brand ambassadors and influencers to share insights across our four ESG health and wellness pillars: physical, mental, financial and environmental. Over the past year, our AIA Voices drove conversation around the impact of climate change, food waste, and the connection between sleep and mental wellbeing. Further, leveraging a network of social media influencers, the platform has been instrumental in amplifying the reach and engagement around AIA's Rethink Healthy campaign,

by challenging stereotypes and helping to reshape views on health and wellness.

4. Hong Kong Observation Wheel and AIA Vitality Park

The Hong Kong Observation Wheel and AIA Vitality Park features a wide range of healthy living and wellness-themed activities to the public for free throughout the year. The site has had nine million visitors since November 2017, with 2.2 million visitors in 2024 alone.

The AIA Vitality Hub is a unique health and wellness venue built to engage the Hong Kong community and its visitors through an array of free classes and events, demonstrating AIA's commitment to give back to the communities in which we operate.

The activities are all designed to educate, motivate and inspire people of all ages and all abilities to enjoy active lifestyles and adopt and maintain healthy living habits. We have delivered more than 1,850 free classes to help the people of Hong Kong improve their health through aerobics and movement, strength training and running, as well as yoga, meditation and therapeutic arts. We collaborate with non-government organisations and local charities to provide specific programming for people with disabilities and special educational needs. 93% of visitors surveyed have been inspired to adopt a healthier lifestyle after attending a class at the Hub.¹



CASE STUDY

5. RETHINK HEALTHY

In June 2024, we launched our new brand campaign platform 'Rethink Healthy'. The campaign seeks to challenge stereotypes and narrow depictions of health in Asia and calls for new definitions of health that will encourage more people to live healthy lives.

Rethink Healthy promotes a more holistic and sustainable approach to wellbeing that is inclusive, relevant and achievable for people in Asia.

The campaign is part of the AIA One Billion ambition to engage one billion people to live Healthier, Longer, Better Lives by 2030. It was formed in response to a regional wellness report commissioned by AIA, which found many consumers in Asia believe that being healthy is too hard and inaccessible.

Through this platform we aim to broaden perspectives to see health as a balance between physical, mental, financial and environmental wellbeing and make clear that every individual can take their own unique steps on their journey towards health and wellness, no matter where they are on that journey today.

We aim to demonstrate our belief that every step counts and that growing confidence will translate into even bigger actions and improvements.

Rethink Healthy launched through an anthem video that questions the role social media plays in our depiction of health. It was supported by community events, employee engagement and locally relevant marketing campaigns across most markets in Asia, with further plans for development and expansion in 2025 and beyond in order to trigger positive actions, encourage conversations and shift perceptions.



“We are on a mission to change attitudes, mindsets, behaviours; and debunk preconceived notions of what ‘healthy’ means for every individual.”

STUART A. SPENCER
GROUP CHIEF MARKETING OFFICER

¹ Survey conducted by GEG Asia across Vitality Hub visitors between 29 Jan 2024 – 28th Jan 2025. Base size 155 visitors.



CASE STUDY

AIA VITALITY HUB

Pragati Magaloo is a 29-year-old full-time housewife and student who was looking for accessible and inclusive fitness classes to help improve her health. After enrolling in one class at the AIA Vitality Hub in September 2023, she now attends four classes a week and has seen profound changes in her physical and mental health.

Through her visits to the Hub, she has managed to create a consistent physical routine and as a result she was inspired to improve her nutrition.

Pragati has lost 10kg to date and describes herself as having increased her stamina, flexibility and agility.

Having experienced loneliness and poor mental health when she moved to Hong Kong, she feels her experience at the Hub has helped her anxiety and feelings of isolation.

Pragati loves that there are people of all ages and abilities who come together at the Hub to improve their health. She is inspired by the diversity of people she meets and the sense of community she experiences there.

Health and financial inclusion initiatives

Our Group-wide programmes and local engagement activities contributed to our AIA One Billion goal in 2024 and demonstrated our engagement approach.

Physical health

Our physical health initiatives motivate people to take steps to prevent illness and disease and provide them with access to quality healthcare services to improve their health outcomes.

Water Safety Pledge in Sri Lanka

As an island surrounded by water, Sri Lanka has many hidden dangers. On average, 755 people drown each year and drowning is one of the top three causes of accidental deaths in Sri Lanka. This is why AIA Sri Lanka launched the AIA Water Safety Pledge, which aims to educate people on the importance of water safety and encourages them to take the pledge, emphasising the value of their lives and the impact on their loved ones.

The activity was initiated at the Poson Festival – one of Sri Lanka's biggest religious festivals which has been running for 29 years. At the event, they ensured the safety of pilgrims in water bodies during the Poson pilgrimage to Anuradhapura. Recognising the need to expand their efforts beyond Anuradhapura, AIA Sri Lanka launched the Water Safety Pledge to create a ripple effect across the island.

During the Poson festival, the campaign saw thousands of individuals taking the Water Safety Pledge with a social media campaign creating broader awareness on water safety and pledges across the nation.

Mental health

Our mental health initiatives raise awareness of the importance of emotional and mental wellbeing. We share tools and techniques to help people develop resilience and normalise seeking support for mental health issues.

The Upside

The Upside from AIA New Zealand is a new TV and podcast series that offers meaningful, revealing, inspiring and hopefully helpful conversations with six well-known New Zealanders who have been through some mentally tough times – and are now back on the up.

Hosted by sports broadcaster and writer Scotty Stevenson, renowned Kiwis – television and radio personality Jason Gunn, Detective Inspector Scott Beard, presenter and comedian Hayley Sproull, legendary All Blacks coach Sir Graham Henry, transgender artist and filmmaker Awa Puna and Olympic great Dame Valerie Adams – share very different but equally inspiring stories about the challenges they have overcome, and the impacts this has had on their mental wellbeing.

Environmental health

Our environmental health initiatives seek to raise awareness of how the state of people's local environments impacts their health and wellbeing.

We also support people who are affected by environmental changes and seek to improve the environment for future generations.

Han River Clean-Up

AIA Korea hosted a volunteer environmental cleanup activity at the AIA Garden next to the Han River in Seoul. Over 120 employees, including staff and master planners from AIA Life and AIA Premier Partners, participated in the event to clean up the area.

The garden was established by AIA Korea as part of the 2024 Seoul International Garden Expo and has welcomed some 7.8 million visitors since its opening in May 2024. As well as contributing to environmental wellness, the garden has been recognised for its contribution to enhancing people's mental health. By creating this peaceful garden, AIA Korea aimed to provide a place for citizens to find emotional stability and reflect on the meaning of a healthy life.

Caring for the environment for conservation and connection

Planting trees raises awareness of environmental issues and improves local environments for future generations. In partnership with conservation charity Trees That Count, AIA New Zealand planted trees to honour the memory of life customers who passed away and mark World Environment Day. AIA New Zealand funded 4,240 trees in 2024, with 21,900 trees funded since the partnership began in 2020.

This initiative will help restore native flora and help remove about 4,985 tonnes of carbon dioxide from the atmosphere over the next 50 years.¹

Financial inclusion

Our financial inclusion initiatives engage communities through financial education and scholarships, awareness campaigns and accessible insurance products that support the financial wellbeing of individuals and families. We seek to understand our individual and corporate customers and the diverse communities we serve so we can provide inclusive and innovative products and solutions that support their needs.

To understand the breadth and scale of our financial inclusion initiatives, please review our [Financial Inclusion Subsection Report](#).



¹ AIA Vitality, *Trees that Count*, 2024.



CASE STUDY

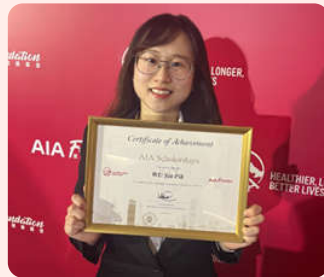
SUPPORTING OUTSTANDING SCHOLARS IN HONG KONG

In October 2024, AIA Foundation awarded 100 AIA Scholarships to the programme's fourth cohort of outstanding Hong Kong university students. AIA Scholarships provide financial support to help students pursue higher education, broaden their horizons and reach their potential while encouraging them to contribute to Hong Kong's society and economy.

AIA Scholarships is run by AIA Foundation in collaboration with 10 partner universities in Hong Kong. AIA pledged US\$100 million since October 2020 to help 100 undergraduates every year over the next several decades attend Hong Kong universities.

MELODY WU

"The AIA Scholarship alleviated my financial stress, allowing me to care for my grandmother while my mother was unemployed during the pandemic. It enabled me to focus on internships and competitions rather than multiple part-time jobs. I participated in a social enterprise to learn how to empower disadvantaged groups and develop business proposals. I currently work as a social worker in a pre-primary institution, and I plan to pursue a Master's in transcultural studies to deepen my understanding of diverse societies."



2020 AIA SCHOLARSHIP RECIPIENT
SOCIAL WORK GRADUATE, HONG KONG SHUE YAN UNIVERSITY

ISAAC WONG

"I have been able to use the funds from the AIA Scholarship to cover my tutorial fees, as well as some of my medical expenses, so I can concentrate on studying. It has given me access to more opportunities, such as completing a coaching and refereeing course that will help me pave the way towards my goal of becoming a Physical Education teacher."



2024 AIA SCHOLARSHIP RECIPIENT
PHYSICAL EDUCATION STUDENT,
EDUCATION UNIVERSITY OF HONG KONG



IMPROVING ACCESS TO QUALITY HEALTHCARE

This priority focuses on providing greater access to quality healthcare, relevant and timely information, diagnoses, treatment and rehabilitation.

AIA's Integrated Healthcare Strategy provides customers with more accessible, affordable and effective healthcare. Our expanding healthcare offerings streamline the services and care our customers receive, with new product offerings increasing the availability and personalisation of health insurance cover. Our technology partnerships help us extend our networks to ensure customers can more easily access healthcare support, services and care.

Expanding our health offerings across Asia

By 2030, Asia Pacific will account for more than 20% of global spending on healthcare.¹ As people take greater ownership of their health, our strategies centre around delivering more personalised health insurance and sophisticated health and wellness solutions.

Addressing coverage gaps

Healthcare journeys can be challenging when people face

complex or unfamiliar medical processes. AIA Hong Kong's Care Concierge is an industry-first in healthcare support. Launched in 2024, this dedicated concierge service offers a suite of healthcare and support services for eligible customers. From diagnosis and treatment through to recovery, professional care is offered at our customers' convenience to give them peace of mind throughout as they navigate their health journey. AIA Hong Kong's Greater Bay Area Health Connect Outpatient Plan was also launched in 2024. It provides customers who study or work in Hong Kong, Macau and designated mainland Greater Bay Area cities with accessible and seamless outpatient protection through a quality medical network of providers, unlimited additional general practitioner online consultation and medication delivery.

Personalising coverage to meet customer needs

In 2023, the Ministry of Health Singapore launched the National Strategy for Palliative Care outlining recommendations to expand and improve palliative care in Singapore. It aims to help people fulfil their aspirations to die with dignity and comfort according to their preferences.

Aligning with this strategy, AIA Singapore launched an extension of their home palliative care benefit in September 2024 for eligible customers diagnosed with terminal illness. This benefit provides customers and their caregivers with services, care and support in their own homes during this difficult period.

Empowering customers to navigate health services

A customer research survey performed by AIA Vietnam suggests that customers found navigating access to healthcare services a great challenge in Vietnam. Some of the key gaps identified in the survey of more than 100 respondents included long waiting times, busy and crowded healthcare facilities, poor public health hospital facilities, inadequate knowledge and expert advice from medical consultants, and lack of optimal facilities for inpatient care.

Taking findings from the survey, AIA Vietnam developed a comprehensive guide that empowers customers to navigate health services more effectively and safely. The 'Wise' handbook helps customers make informed treatment decisions and provides essential practices for rehabilitation at home.

Minimising the cost of medical inflation

Asia Pacific's healthcare benefit cost increases as reported by health insurers across the region remained consistent in 2024.²

To assist customers with their rising medical costs, AIA Malaysia launched the SMART product option for all on-shelf selling products and existing in-force plans in 2024. It offers access to quality healthcare at lower premiums by including primary care in the healthcare journey and a curated, quality hospital network that is also more cost-effective. This SMART product option has a co-payment component and thus is overall designed to mitigate increases in premiums over time. This aligns with the Malaysian government's announcement at the beginning of Q4 2024 of a tax relief that covers medical bill payment under co-payment insurance and takaful products and provides customers with an alternative, affordable and sustainable option.

Individual medical plans in Malaysia do not typically cover outpatient treatment, except for outpatient follow-ups for an inpatient treatment. To minimise the risk of hospital

acquired infections, and avoid applicable out-of-pocket expenses for customers, AIA Malaysia extended outpatient coverage for common illnesses such as influenza, mild bronchitis and pneumonia, acute gastroenteritis and dengue at no extra cost to all individual medical policyholders. This initiative has benefitted around 1,000 customers since its launch in April 2024, allowing customers to recover in the comfort of their homes and avoiding unnecessary hospital admissions.

Improving access to life-changing healthcare

Since AIA's acquisition of MediCard Philippines in 2023, MediCard has worked to introduce customer-centric innovations through prioritised health initiatives. A significant development in 2024 was improving access to the human rabies vaccination. The Philippines has one of the highest incidences of human rabies in Asia with more than 350 reported cases in 2023.³ To steer members away from going to the emergency departments of hospitals and medical centres for the vaccine, MediCard launched an awareness campaign to educate members about the care options available at MediCard free-standing clinics and animal bite centres.

This initiative has streamlined the care process, reduced unnecessary hospital visits, and provided a faster, more cost-effective and more convenient experience for patients. Since the launch of the campaign, MediCard has seen a fivefold increase in the number of members seeking their rabies vaccination injections at their free-standing clinics.

In 2024, MediCard focused on enhancing customer journeys and improving customer engagement. To address the ongoing challenge of non-communicable diseases, which account for 68% of all deaths in the Philippines, MediCard is proactively managing members' health through the Chronic Disease Management Programme and preventive screening programmes with the support of Care Coordinator teams that offer comprehensive support through the members' illness journeys, while the liaison officer guides customers through their treatment plans, admission and discharge support, and ongoing care coordination. To enhance members' understanding about the most appropriate care settings for their conditions, MediCard promotes the use of clinics and outpatient care from top-tier providers to clinics, including the MediCard free-standing clinics.

¹ Bain & Company, Asia-Pacific Front Line of Healthcare 2024 Report. Survey was conducted in Q4 2023 with 2,300 consumers across nine Asia-Pacific geographies (Australia, China, Hong Kong, India, Indonesia, Malaysia, the Philippines, Singapore and Vietnam).

² Willis Tower Watson, 2024 Global Medical Trends Survey, published November 2023.

³ Cases reported to the Public Health Surveillance Division, Epidemiology Bureau, Department of Health, the Philippines, as part of the Epidemic-prone Disease Case Surveillance (EDCS).



CASE STUDY

AIA GROUP: PROVIDING MORE ACCESSIBLE, AFFORDABLE AND EFFECTIVE HEALTHCARE TO AIA CUSTOMERS

Dr Kelvin Loh became AIA's Group Chief Healthcare Officer in 2023. In this role, he is responsible for AIA's health-related businesses and executing the Integrated Healthcare Strategy.

The aim of AIA's Integrated Healthcare Strategy is to be the industry-leading provider of personalised health insurance solutions that deliver more accessible, affordable and effective healthcare to millions of customers across Asia. Dr Kelvin explains that AIA launched the Integrated Healthcare Strategy in 2022 in response to unparalleled demographic changes driving demand for healthcare and the ongoing challenges of medical cost inflation, barriers to access and fragmented care delivery in Asia.

"We know that the demand for healthcare will grow strongly because of demographic growth, but there is also an increasing affordability issue," Dr Kelvin said.

"Medical inflation is running at about two times the GDP growth of most markets in Asia, while overuse or waste in healthcare compounds these trends. Healthcare systems in Asia are already under strain with many operating at near maximum capacity."

Climate change is also impacting Asia's healthcare system by increasing the risk of demand shocks through pandemics. Dr Kelvin notes that there has been a significant increase in demand for medical facilities and medical claims since COVID-19.

"We are seeing this particularly in relation to novel pathogens, vector-borne diseases, heat-related injuries, mental health disorders, and respiratory and cardiovascular diseases," he said. "Often the most impacted people are those who are already having difficulties in accessing and affording healthcare."

AIA is committed to improving Asia's healthcare system through the three pillars of the Integrated Healthcare Strategy: providing more compelling and differentiated health insurance solutions that provide enhanced coverage for customers and access to affordable care; integrating with healthcare providers that can deliver better health outcomes at lower costs through strategic partnerships and owned provision; and delivering simple and effective consumer healthcare experience through the integration of care management through seamless end-to-end health journeys.

In 2024, AIA agreed to acquire New Medical Center Holdings (NMC), a specialist outpatient services company in Hong Kong. NMC is one of the largest clinic-based providers of gastroenterology and general surgery in Hong Kong, offering patients a seamless healthcare journey across specialist consultations, diagnostics, day procedures and admission to partnering hospitals.

This move represents an important step forward in AIA's Integrated Healthcare Strategy in Hong Kong and reinforces AIA's position as the leading health insurer in Asia.

Another highlight from 2024 was the launch of AIA Malaysia's SMART Option. This cost-effective proposition uses sustainable design features to provide customers with comprehensive coverage options and access to a quality provider network at affordable premium levels. The product is the first of its type in Malaysia in a market that has seen significant increases in healthcare insurance premiums in recent years. Since its launch, around 40% of AIA Malaysia customers have chosen the SMART Option.

Healthcare is a data-driven business, and through Amplify Health, an independently operated joint venture between AIA and Discovery SA, Dr Kelvin has championed the deployment of advanced analytics solutions to enhance the ongoing evaluation of the providers across our lead healthcare markets.

Based on deeper claims and behavioural insights, AIA is then able to deepen its strategic partnerships with the most cost-effective healthcare providers. This enhances the network of providers that AIA customers can access, such as the SMART Option panel offered by AIA Malaysia.

Dr Kelvin feels that AIA, as Asia's largest private payor of healthcare, has an exciting opportunity to engage with regulators, insurers and other stakeholders to shape the healthcare industry.

"We are paving the way for other insurers to follow," he said. "All insurers in Asia are trying to address the same challenges as AIA and we all desire for there to be a better healthcare system for customers. By AIA making the first move in launching more sustainable and affordable products, tackling overuse and making healthcare more accessible to customers, it is now much easier for other insurers to follow suit. Collectively, we can create a more resilient healthcare system, so we are better prepared to face both demand- and supply-side shocks."



"We continue to transform our role as an insurer, going beyond being a payer to a provider of health solutions, and ultimately a shaper of Asia's healthcare systems."

DR KELVIN LOH
GROUP CHIEF HEALTHCARE OFFICER

Transforming AIA with world class technology

As data and technology continue to develop, customers are increasingly seeking more personalised products and experiences that meet their needs.

Amplify Health

Amplify Health is guiding AIA's efforts to influence long-term sustainability in the healthcare ecosystem and improve access to quality healthcare through the provision of analytics-driven provider insights. The insights include risk-adjusted benchmarks and outcome-based metrics that guide discussions with providers and help them navigate towards value-based care.

By highlighting both efficiencies and inefficiencies present within provider networks, these insights have not only uncovered areas where new opportunities can be directed, but also demonstrated where targeted improvements should be focused to optimise access to care for AIA's customers. The improved data visibility encourages an outcome-driven network, setting the stage for the roll-out of more innovative insurance initiatives while ensuring sustainable member access over the long term.

Amplify Health helped to improve the lives of AIA policyholders in Malaysia through a guided chronic disease management pilot that was driven by personalised coaching and

behaviour modification tools, channeled through the Amped by Amplify Health application. The completed programme demonstrates quantifiable improvements in health outcomes for engaged users, including reductions in waist circumference, declining HbA1c, and a reduction in triglycerides.¹

Real-time data collection and analytics on the health status of members enables proactive risk management. Looking ahead, this can translate to reduced hospitalisations and lowered long-term risks of complications.

Growing wellness regionally

Through interactive programmes designed to encourage customers to manage their health and wellbeing, AIA is inspiring positive behavioural changes around the globe.

AIA Vitality

AIA Vitality, a science-backed health and wellbeing programme, is now live in 12 AIA markets. New programme joiners have increased 8% over 2024, with total membership of the programme reaching more than two million by the end of 2024.

We also carried out the first ever AIA Vitality proposition research project, interviewing customers across five key AIA Vitality markets.

Our customers confirmed that AIA Vitality makes them feel that AIA cares for their health and the proposition supports AIA's Purpose to help people live Healthier, Longer, Better Lives.

When the AIA Vitality programme first launched in Singapore in 2013, the focus was to help our customers understand their current state of health and take action to maintain or improve their health, mainly through physical activity.

Over time, we have recognised the change in lifestyle risks faced by customers and have expanded the programme into different dimensions of health and wellness. For example, AIA Malaysia and AIA Vietnam promote healthy diet and nutrition management through their recently launched food tracker feature.

This feature allows AIA Vitality members to upload pictures of their meals and receive real-time feedback about whether the meal is a healthy option. This will soon be complemented with a nutrition coaching feature that will help members better understand their eating habits. With over 500,000 uploads already, we're seeing strong engagement with this new feature.

The Australian AIA Vitality programme emphasises mental wellbeing and includes a comprehensive mental wellbeing proposition with learn, act and chat elements. AIA Australia is already seeing evidence of the positive impact this mental wellbeing proposition is having on AIA Vitality members.

The New Zealand AIA Vitality programme enriches the relationship with customers by making AIA NZ a daily partner in life. It directly affects lifestyle changes, stimulates medical screenings, prevention and early detection and provides a mechanism to access health services more affordably. Skin cancer is the most common cancer in New Zealand and AIA New Zealand's 2024 AIA Vitality annual MoleMap campaign has resulted in a 31% increase year-on-year for skin cancer assessments, driving tangible health outcomes for members with 111 malignant (including 10 melanoma) and 254 pre-malignant lesions being identified.

AIA Vitality



For activated members who were at or above the clinical risk threshold for HbA1c

70%

Showed stable or declining HbA1c



For activated members who were at or above the clinical risk threshold for triglycerides

50%

Showed a reduction in triglycerides



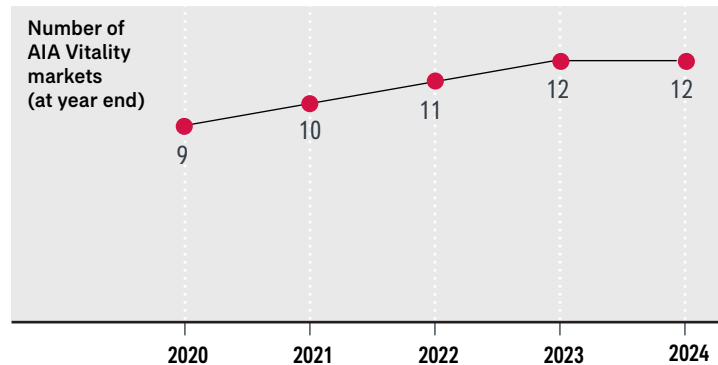
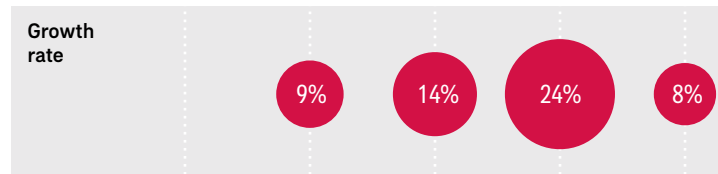
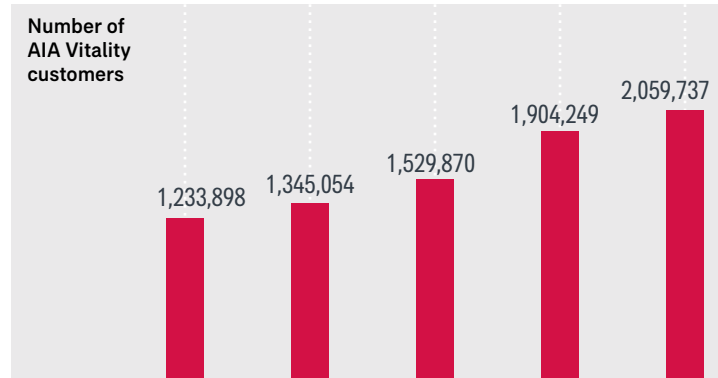
For activated members who submitted waist circumference measurements

83%

Showed a reduction in waist circumference

¹ Improvement is defined as a waist circumference decline of at least 1cm and any decline in HbA1c/triglycerides compared to baseline. HbA1c was only evaluated for patients with starting value at or above pre-diabetes level (≥ 5.7). Triglycerides were only evaluated for patients with starting value at or above borderline level (≥ 1.69 mmol/l).

AIA VITALITY MEMBERSHIP



CASE STUDY

MATCHING GLOBAL EXPERTS WITH CUSTOMERS' NEEDS THROUGH TELADOC HEALTH

Ben Quah, an AIA Malaysia financial advisor, experienced severe back pain after lifting his feet while putting on socks, to the point where he was unable to walk. Back pain has had a serious impact on Ben's career and life. He was anxious, helpless and constantly worried that the pain would worsen.

Ben's doctor diagnosed the condition as a slipped disc herniation based on the results of his MRI scan and recommended two treatment options: laser disc surgery or the use of pain medication and regular physiotherapy. Faced with this dilemma, Ben contacted Teladoc Health and submitted all medical reports and diagnostic imaging to their experts.

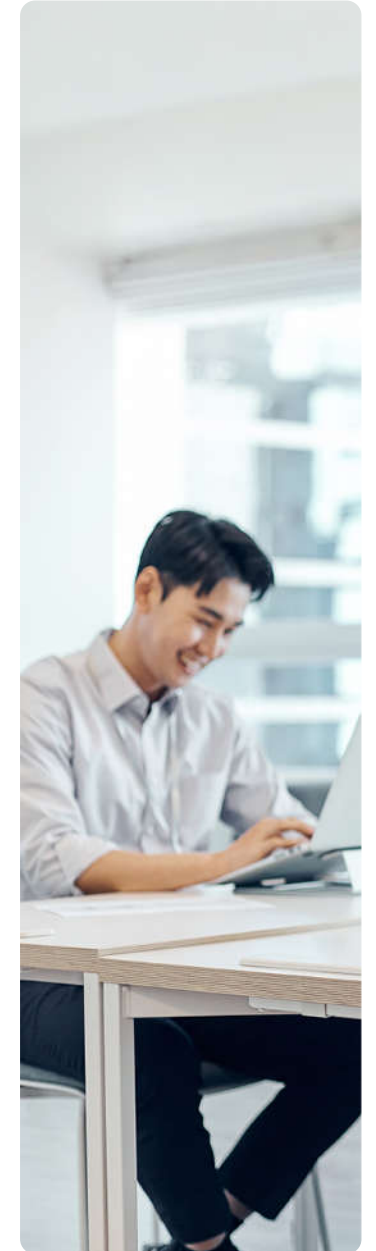
After a comprehensive review of Ben's materials, the Teladoc clinical expert recommended conservative or non-surgical treatment as a suitable option for Ben in view of no neurological symptoms. Ben was very grateful for the professional services provided by Teladoc Health, because it meant he was able to avoid surgery. He gained a deeper understanding of his medical condition while being supported with sufficient professional medical information to navigate the challenges of choosing the optimal treatment plan for his condition. Ben regained his confidence and recognised the advantages of virtual care services through his experience with Teladoc Health.

AIA Personal Medical Case Management

To ensure customers receive the best possible support upon diagnosis of a critical medical condition, AIA Malaysia has partnered with Teladoc Health, a global leader in the virtual care industry, to offer a Personal Medical Case Management (PMCM) service. PMCM offers end-to-end case management to empower our customers along their healthcare journeys. When facing major medical decisions, PMCM gives our customers confidence and peace of mind with access to top global medical experts who examine and review each customer's case to provide professional opinions and treatment recommendations in a comprehensive and personalised medical report. Our data shows that 17% of our customers received an adjusted diagnosis after utilising PMCM, while 55% had their treatment plans optimised. Additionally, PMCM helps our customers make critical medical decisions such as surgery and assists our customers to seek a second medical opinion with regards to treatment options availability.

AIA Alta Heaven Wellness

AIA Hong Kong introduced the AIA Alta Heaven Wellness in 2024 as an exclusive service for AIA Club Alta members. The one-stop wellness experience is powered by Humansa and offers a comprehensive range of services to nurture members' mental, physical and nutritional health. They can also benefit from personalised programmes and the guidance of dedicated wellness coaches who will actively support their health goals.





AIA EMBRACE LAUNCHED TWO NEW PROGRAMMES: MY PSYCHOLOGIST AND CARE & LIVING WITH MERCER (CaLM)

Unprecedented demand for qualified psychological services in Australia has created a shortage, leaving many without the mental health support they need.

Mental health is the second-top claimed condition at AIA Australia. However, of the 3,000 AIA customers who reported a mental health condition in the three years from 2021 to 2023, 50% did not seek treatment.¹ Even for customers who do seek treatment, the current wait time to see a psychologist in Australia is three to six months.

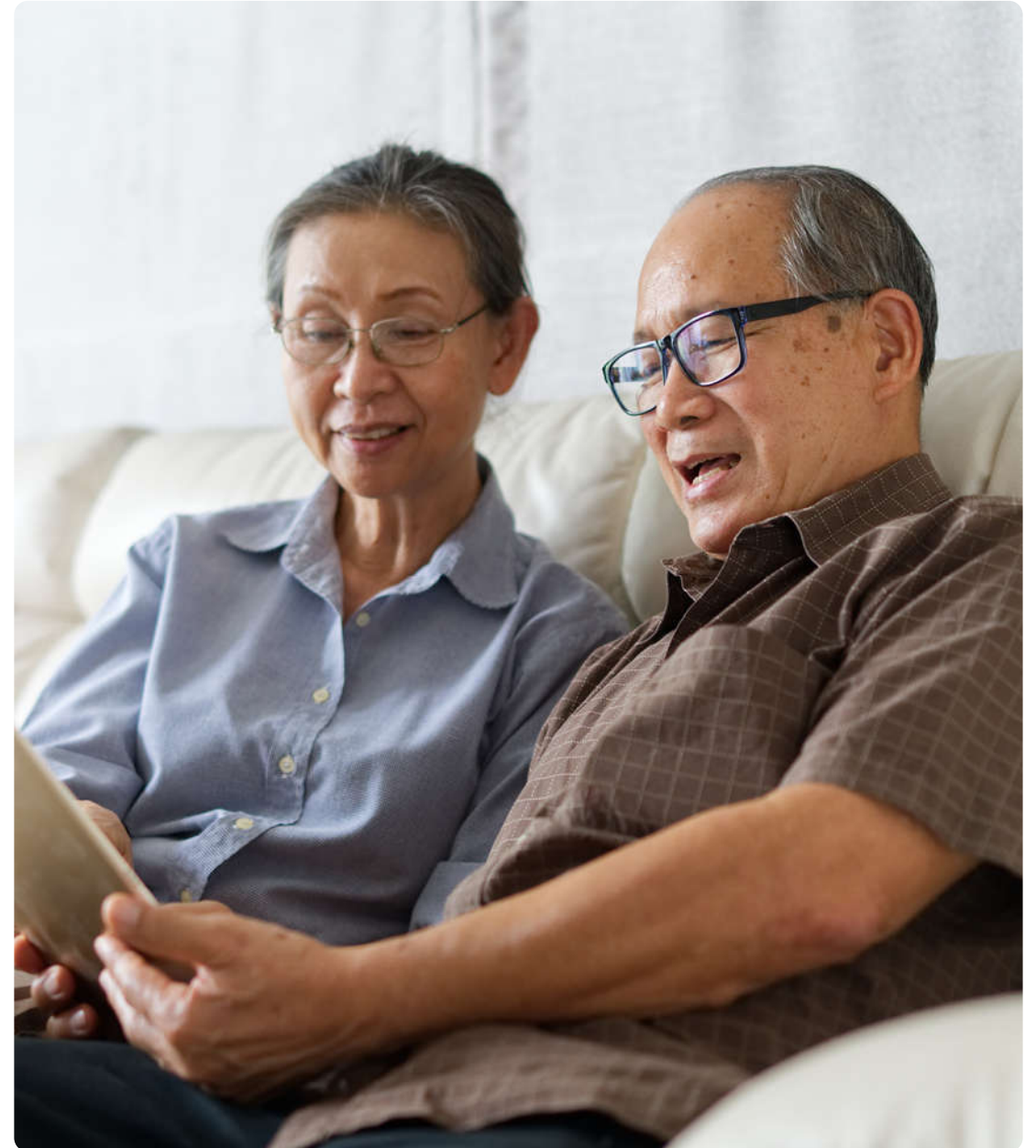
Using the AIA Embrace holistic wellbeing ecosystem, AIA Australia is improving the mental wellbeing of customers with a new service, My Psychologist, delivered through their partner HealthBright. Through this programme, AIA customers and their families can gain access to a professional psychologist for a virtual consultation within seven days, ensuring they get the help they need when they need it.

My Psychologist is supported by Medicare. AIA customers are offered a reduced fee for their consultation with a gap fee payment of only \$60 per session (reduced from an average of \$100 for Medicare-subsidised consultations)² for 10 sessions with a mental health care plan. My Psychologist can also assist with referrals for a mental health care plan by linking people to a telehealth doctor.

AIA Embrace has also partnered with CaLM to support customers and their families with their ageing care and living needs to further extend the reach of the programme.

At any given time, up to 24% of a workforce is impacted by employees needing to take on broader family caring responsibilities.³ This is heavily skewed towards women who represent 70% of primary carers and are twice as likely to retire early to take on a caring role.⁴

CaLM also provides customers with guidance on areas including home care arrangements, retirement living, residential aged care and end-of-life preparations. Care Consultants help customers set up and follow personalised plans for care arrangements. Customers also have the option to access a Care Concierge service that offers a full care needs assessment, a broad range of care options, and assistance with implementing their tailored care plan.



1 AIA Australia claims data analytics of approved Income Protection claims with either a primary or a secondary mental health condition for Group and retail. The years were 2021, 2022 and 2023.

2 [Australian Psychological Society media release, *People losing access to psychology services amid cost-of-living crisis, APS member poll reveals, 15 August 2024.*](#)

3 Australian Public Service Data, 2021.

4 Australian Bureau of Statistics, *Disability, Ageing and Carers Australia – Summary of Findings 2022.*

BUILDING BETTER INTEGRATED HEALTH & WELLNESS OUTCOMES

This priority builds on leading integrated health and wellness solutions and rewarding customers for behavioural improvements.

Our health and wellness solutions encourage our customers to nurture their wellbeing and provide our corporate partners with clever tools and intelligent insights to engage their employees.

Health and wellbeing trends

Across the globe, more consumers are prioritising their health and wellness compared to previous years. According to the McKinsey Future of Wellness research conducted in August 2023,¹ around three in four consumers consider wellness a top or important priority in their everyday lives.

The research also identified that Millennial and Gen Z consumers are spending more on health and wellness than older consumers, including wearables for biomonitoring. Around 50% of consumers surveyed by McKinsey have purchased a fitness wearable such as a watch, biometric ring or continuous glucose monitor. They also appreciate generative AI personalisation. Approximately 20% of consumers in the United Kingdom and the United States and 30% in

China look for personalised products and services that use biometric data to provide recommendations.

WorkWell with AIA

We developed the WorkWell with AIA app for organisations that are keen to engage more closely with their employees and make a positive difference to their health and wellbeing. The app aims to equip employees with the right knowledge and tools to improve their physical, mental, financial and social wellbeing. The WorkWell with AIA app is cross-regional and can support multinational clients with their footprints in Asia to be on the same wellbeing agenda.

Think Well

A partnership between AIA Singapore and wellness partner Whitecoat provides complementary care, mental wellness treatment and support to all Corporate Solutions (CS) customers in a seamless offering. Think Well aims to provide our CS policyholders with a range of services that includes articles and video content related to mental wellness, PHQ4 assessment, mood tracking, journaling and text-based consultations with psychologists and counsellors.

THINK WELL CUSTOMER ENGAGEMENT BETWEEN JANUARY AND DECEMBER 2024



Articles read

1,260



Text-based consultations occurred

3,355



Videos watched

152



Mental health assessments completed

26,937

Data-driven programme design

Using data to structure and drive employee wellness programmes and engagement benefits both employers and employees.

Leveraging AIA Analytica, AIA applies a data-and-outcome-driven approach, starting with assessments and ending with evaluations. AIA Analytica is our proprietary tool for corporate clients to access and evaluate their employees' healthcare status and related medical costs. As of December 2024, there were 413,000 members on AIA Analytica with policies from Hong Kong, mainland China, Singapore, Malaysia, Thailand and the Philippines, with corporate client access for self-service.

AIA also provides value-added services, such as quarterly data and insight consultations, to 70 multinational conglomerates involving around 500 policies and one million claims. These consultations provide employers with actionable recommendations targeted to the needs of their employees, from health benefits to wellness solutions and engagement strategies.

An example of the data provided by AIA Analytica is the topic of consultation recommendations:

- 42% relate to back and neck pain
- 15% relate to hypertension
- 14% relate to migraines and headaches.

AIA customises interventions and solutions for our corporate clients based on this intelligence generated by AIA Analytica. Together, we strive to optimise the physical, mental, financial and social wellbeing of our members and employees.

¹ McKinsey & Company, McKinsey Future of Wellness Survey, August 2023.

Global Wellbeing Challenge

Using the capabilities of the WorkWell with AIA app, AIA was engaged by a multinational client to support their Chinese branches in their annual Global Wellbeing Challenge. The challenge has been running every year since 2021, however employees located in China were never able to participate because none of the region's global digital wellness vendors were able to support the campaign. The client was thrilled to find out that we could tailor the AIA WorkWell app to offer the challenge to their China-based employees and facilitate the competition using the same measurement standard as other countries.

The goal of the Global Wellbeing Challenge is to increase every employee's activity and sustain their behavioural change through the six-week challenge. Running from 25 July to 7 September 2024, this year's challenge overlapped with the 2024 Summer Olympics. Across APAC and ME, employees from 13 countries participated in the challenge.

Within the WorkWell with AIA app, we designed the challenges according to the client's global requirements and customised the app to allow for launching and tracking by different cities and at national or regional levels. We also enabled automated reporting to provide the client's HR team with weekly participation and leaderboard data.

The challenge was a resounding success. Participation increased by 1,073% this year. Collectively, their employees burned 10.3 trillion joules in energy and 2.5 million calories. They achieved 138 million steps, which is equivalent to 89,724 kilometres or a flight distance equivalent to around 100 hours. China was the runner-up in the APAC and ME region.



AIA CHINA: DEVELOPING A HEALTH AND RETIREMENT ECOSYSTEM TO SUPPORT CUSTOMERS THROUGHOUT THEIR LIFE



CASE STUDY

As the Senior Director for Health and Wellness at AIA China, Naya Chu has been instrumental in addressing common challenges faced by customers in accessing affordable and quality healthcare throughout China.

Many of these challenges stem from the dependence on public hospitals to provide medical services. Naya explains that customers living in remote areas often struggle to access the doctors and hospitals they need.

“The best doctors and hospitals are usually concentrated in China’s tier one cities – Beijing, Shanghai and Guangzhou,” Naya said. “If a customer has a critical illness and they are located outside of those tier one cities, it can be very difficult for them to access quality medical resources. There are long waiting times for appointments and drawn-out treatment processes, which leads to a bad customer experience.”

In addition to access and affordability issues, AIA China identified a lack of integration in China’s healthcare system. The hospitals, pharmacies and digital platforms from which customers can purchase medication all operate independently, with the

burden falling to the customer to coordinate the services they need. Naya and her team saw an opportunity to integrate these services and become a health ecosystem providing everything AIA China customers need to manage their health.

In 2018, AIA China started the process of bringing healthcare services in-house to provide customers with better quality services. Six years later, AIA China now has a medical network that covers 1,300 plus direct billing providers in mainland China and more than 700,000 providers globally. The strong in-house professional team consists of former public hospital doctors, case managers and bilingual concierge services. The team has established strategic partnerships with some of the region’s top tier hospitals, which means customers can enjoy preferred access to clinical experts in public hospitals and preferred rates in private hospitals.

AIA China has a market-leading critical illness case management service, Yu Cong Rong. Instead of only interacting with customers when they purchase their health insurance policy, receive a diagnosis or submit a claim, case managers support customers throughout all stages of their diagnosis and treatment.

“Our critical illness case management service has a lot of additional valuable contact points,” Naya said. “The case manager helps the customer get their diagnosis faster, matches them to the right doctor, helps them make their appointments, accompanies them to their treatment, and then supports them through their rehabilitation.”

AIA China’s health ecosystem also extends to retirement. Recognising the diverse retirement needs of ageing Chinese citizens, AIA China developed an extensive retirement network with diversified service partners with self-service capability.

The network includes more than 400 institutions across 40 plus cities and nine types of retirement institutions, including Continuing Care Retirement Communities, rehabilitation hospitals and dementia care centres. The retirement ecosystem is available to all customers over the age of 45, with services including nutrition guidance, menopause clinic appointments and physical checkups.

“Most retirement services in the market start from the age of 60, which is the legal retirement age in China,” Naya said. “We provide pre-retirement services from the age of 45 because this is the age when people need to start paying more attention to their health with early signs of ageing. We help them stay healthy and active for longer.”

AIA China customers receive one-on-one support from a dedicated in-house retirement concierge to identify their retirement service

needs and help them make informed choices so they can get the care they need as they enter the next phase of their life.

Since launch, AIA China’s combined health and retirement ecosystem has been made available to 3.3 million customers and the Yu Cong Rong case management services have helped 8,000 families through critical illness.

“Our ecosystem is comprehensive, because we are not just managing customers’ illnesses,” Naya said. “We also consider their psychological, emotional and mental wellbeing, because our goal is to help them have a long, healthy and happy life.”



“Our health and retirement ecosystem is completely integrated. It is a single contact point that provides a total solution.”

NAYA CHU
SENIOR DIRECTOR, HEALTH & WELLNESS, AIA CHINA



AIA ESG REPORT 2024

Feedback from our diverse set of stakeholders is crucial for us to continue improving on our ESG performance and disclosure practices.

If you have any questions, comments or feedback please contact our ESG team at esg@aia.com or write us at the address below:

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