



HEALTHIER, LONGER,
BETTER LIVES

AIA ESG REPORT 2023 SUBSECTION REPORT

Health & Wellness





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Our Health & Wellness Pillar

Our Purpose of helping people live Healthier, Longer, Better Lives is inextricably linked to ESG considerations.

As the largest independent publicly listed pan-Asian life insurance group, our customers can tailor a package from our wide range of protection and long-term savings propositions with health and wellness coverage solutions and services. This personalised approach ensures they can afford this protection both now and when health costs escalate as they age.

AIA's Integrated Health Strategy aims to improve the health and wellness of people and communities across Asia by transforming how individuals, corporates, payors and providers experience and manage health insurance and healthcare delivery. These solutions include strategic partnerships with outpatient clinics, more effective care management programmes and simpler healthcare journeys that deliver better health outcomes at a lower cost – making healthcare more accessible, affordable and effective.

“



Stuart Spencer
Group Chief
Marketing Officer

Driven by our Purpose, we're contributing to healthier communities across Asia by engaging people in improving their physical, mental and environmental wellness while championing financial inclusion. ”

“



Dr Kelvin Loh
Group Chief
Healthcare Officer

Our integrated approach is providing people with greater access to affordable and effective healthcare, leading to better health and wellness outcomes that help people live Healthier, Longer, Better Lives. ”

Engaging Communities Across Asia

Engage communities across Asia to improve their physical, mental and environmental wellness while championing financial inclusion

We help individual and corporate customers to improve their health and wellness through our AIA employees, agents, ambassadors and partners. We engage millions of people in communities throughout the region to improve their physical, mental and environmental well-being while championing financial inclusion.

Our AIA One Billion commitment drives engagement across our markets. Along with all the local driving activities three key Group-wide programmes contribute to our ambition. The AIA Healthiest Schools Programme establishes healthier habits in Asia's children. Our partnership with Tottenham Hotspur Football Club promotes the key role of sport in helping people live healthier lives. Finally, through our AIA Voices thought leadership platform, we share content from changemakers and experts on physical, mental, environmental and financial wellness, providing information and inspiration for living Healthier, Longer, Better Lives.

AIA One Billion

We have set ourselves an ambitious goal: By 2030, we will have engaged one billion people to help them live Healthier, Longer, Better Lives. To achieve it, we are driving societal engagement and creating a movement across Asia that extends far beyond our existing customer base.

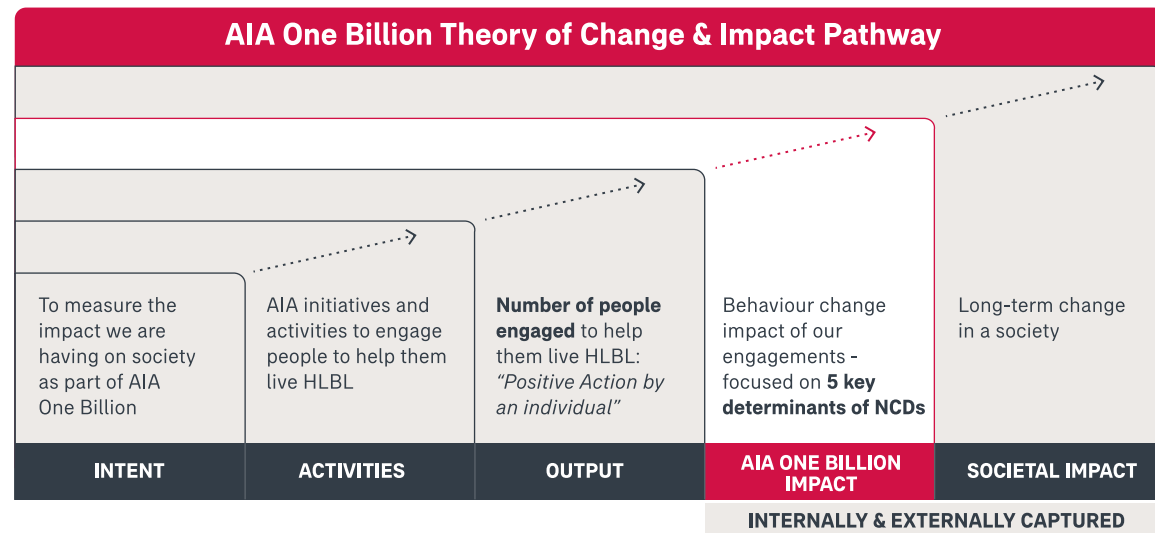
AIA One Billion is a journey to engage and inspire people across Asia through a series of engagement touchpoints, which can be a powerful force for behaviour change.

We measure the impact we are making as part of our AIA One Billion ambition by using our impact measurement framework to gauge behaviour change and social impact. As part of this approach, we have developed an AOB Theory of Change and Impact Pathway to understand our activities' intended output and impact on society. This ensures we are clear in our definition of impact and how it is measured.

Our approach uses a range of research methodology to measure the overall impact of engaging with our Healthier, Longer, Better Lives initiatives. AIA Brand Power Monitor consumer research across our markets helps us gain the widest possible view of the level of change that AIA brings to society. This is supported by behaviour change research into specific in-person initiatives, such as participating in classes at AIA Vitality Hub in Hong Kong, through post-event surveys. This research measures the impact that engaging with our initiatives has on health and wellness perceptions and healthy living behaviour change indicators to improve physical, mental, environmental and financial wellness.

Our AIA Brand Power Monitor¹ demonstrates that engagements² with our AIA initiatives drive healthy living behaviour changes. In July to December 2023, 45 per cent of people surveyed across Asia said they have been inspired by AIA initiatives to make a healthy living change to improve current physical, mental, financial or environmental health.

We will continue measuring the impact of our initiatives on people's lives and across societies through a range of tailored research methodology and celebrate individual achievements as we work towards our AIA One Billion goal.



¹ AIA Brand Power Monitor is a survey conducted by Kantar across 14 of our markets which covers over 5,400 respondents (general consumers) every quarter.

² We define an engagement as a positive action by an individual. Respondents were asked if they had engaged with our AIA website, met with an AIA agent, or engaged with our campaigns or activities.

Engaging Communities Across Asia

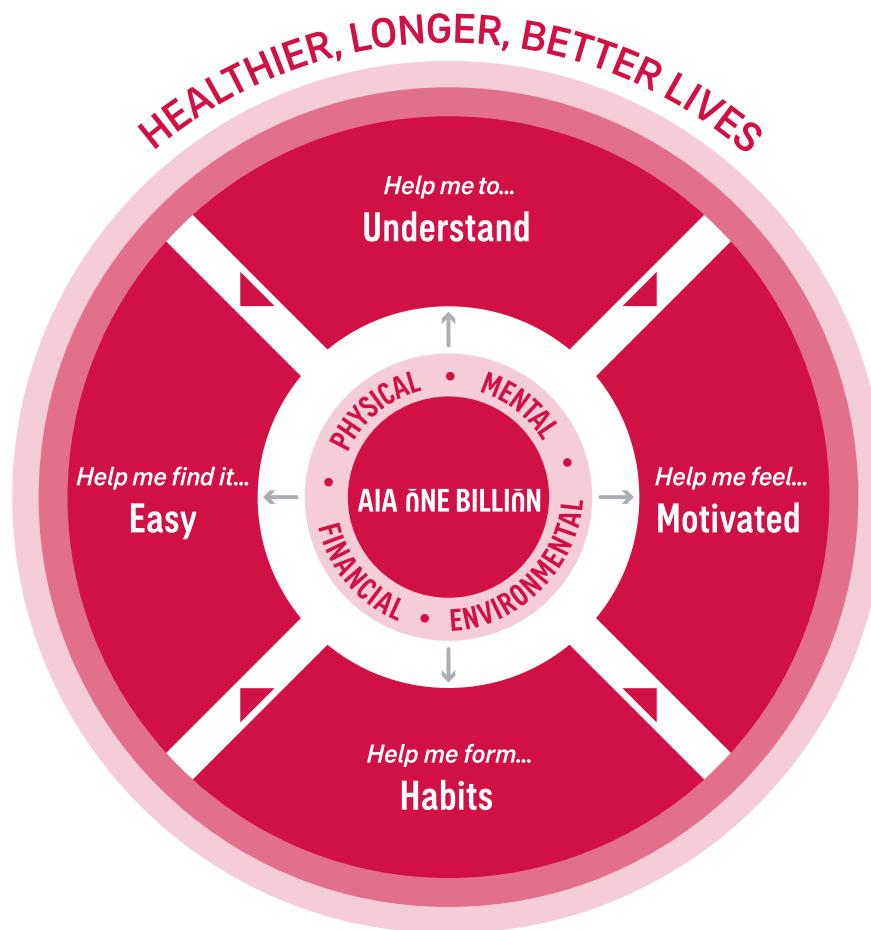
Actions

We have delivered and measured a wide range of purpose-led initiatives across all 18 markets since launching AIA One Billion publicly in 2022. Initiatives aim to engage, educate, inspire and support communities, employees, individuals and business customers across Asia to improve their physical, mental, environmental and financial health and wellness. We achieve this through advice, partnerships, events, community programmes and campaigns.

Successful change to improve healthy living comes from understanding people, their habits and motivations. Our model for effective behaviour change, the 'Healthier, Longer, Better Lives Behaviour Change Model', helps us to create engagements that deliver on our Purpose and drive lasting behaviour change that has wider social impact.

This Behaviour Change Model combines insights from existing behaviour models with AIA Vitality programme insights and research, informing our understanding of people, what motivates them and how to best engage and inform them.

Applying this model guides our efforts to make a greater and longer-lasting impact on peoples' health and lives, supporting people to make progress in a way that is personal to them. The approach is designed to build a movement that inspires people to take positive action.



Measurement

We use a principles-based methodology to measure the breadth and depth of our engagement. We define an 'engagement' as 'a positive action by an individual'. This covers all AIA touchpoints with customers, clients and communities across Asia.

We measure the cumulative year-on-year number of people engaged and review, evolve and enhance our methodology each year, adjusting our approach as required to ensure robust processes and alignment to any changes in our activities. We have sought independent verification where appropriate.

Engaging Communities Across Asia

Progress Towards Our Goal

387 million people engaged through AIA One Billion by the end of 2023.



387 million people

By 31 December 2023, AIA has engaged 387 million people towards our AIA One Billion goal.

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 in 2022 and 2023.

The period from 1 January 2021 to 31 December 2022 was covered in 2022, while the period from 1 January 2023 to 31 December 2023 was covered in 2023.

For details and the basis of preparation, see www.aia.com/aiaonebillion.

The number of people engaged through AIA One Billion has been rounded down to the nearest million.

Read more in the **ESG Data Book Supplement** of the ESG Report 2023.

Signature Programmes

Alongside local activities, three signature programmes contribute to engagement across our markets, providing information and inspiration to live Healthier, Longer, Better Lives.

The AIA Healthiest Schools Programme

The AIA Healthiest Schools Programme aims to drive healthier habits among students aged five to 16 across Healthy Eating, Active Lifestyles, Mental Well-being and Health and Sustainability. At the end of our first year, 744 schools participated in the programme from Australia, Hong Kong, Vietnam and Thailand.

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. 110 schools entered the Challenge in its first year with Daroonwittaya Tedsaban Muangnan (Bansuantan) School in Thailand and Alpha School in Vietnam crowned as the regional primary and secondary school champions.

In its second year, we have expanded the programme into Indonesia and Malaysia. We are working closely with the Ministry of Education in each country to raise awareness of the importance of health and wellness education as we continue to grow the engagement and impact of this initiative.

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 to help people to live Healthier, Longer, Better Lives. More than 112,000 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.

AIA Voices

In 2022 we launched AIA Voices, a content-led thought leadership platform. AIA Voices brings together health and wellness experts and our brand ambassadors to educate, motivate and inspire people along their journey towards Healthier, Longer, Better Lives.

Over the past year, AIA Voices has delved into the importance of sleep for mental wellness, financial fundamentals, the relationship between the health of our planet and human health, investing in women and girls through sport and building resilience in children. AIA Voices will address the impact of food waste in Thailand and more, in the coming months.

Engaging Communities Across Asia

In the following section, we highlight key Group-wide programmes and local engagement activities that have contributed to our AIA One Billion ambition and demonstrate our engagement approach.

Physical Health

We support, motivate and engage people to take steps to prevent illness and disease and provide them with access to quality healthcare services that improve their health outcomes.

Subscribe to a Better Life with AIA Malaysia

The Subscribe to a Better Life campaign aimed to empower Malaysians to embrace healthy, active and vibrant lifestyles. The campaign's educational and interactive website simulates a streaming service interface to engage people with insurance. It helps people to realise their life aspirations through curated content featuring AIA's solutions and offerings, including our proprietary Total Health and Wealth Solution ecosystem.

Committed to the holistic well-being of Malaysians, Subscribe to a Better Life transcends traditional insurance and takaful protection by providing comprehensive support for healthy habits, financial planning and overall lifestyle improvement so Malaysians can live their lives to the fullest.

AIA Vitality Live 2023 with AIA Indonesia

AIA Indonesia hosted the AIA Vitality Live 2023 wellness festival for over 4,000 AIA customers, employees, agents and partners. Combining sports, music and entertainment, the event encouraged participants to commit to more physical movement as they started the new year.

Experiences included Zumba, Body Combat, and a 5K run/walk, closing with a special performance by some of Indonesia's best musicians.

Mental Health

The number of people experiencing anxiety, depression and other mental illnesses continues to grow globally. Our AIA One Billion engagement activities are raising awareness of the importance of emotional and mental well-being, sharing tools and techniques that help develop resilience and normalising seeking support.

'Let's Talk' about mental wellness

AIA Australia's successful 'Let's Talk' content series sought to normalise the everyday struggles that many people face. The featured conversations encouraged those that may benefit to seek help and support – from a friend, family member, colleague or professional. Media personality and AIA Ambassador, Hamish McLachlan and his guests – including sport stars Ash Barty, Ian Thorpe and Nathan Buckley – discussed their personal setbacks and triumphs to highlight the importance of open and honest conversations about mental health and well-being.

A journey to wellness



Albert Chan,
AIA Vitality Hub user

At the start of 2023, Albert weighed 100kg and was dealing with diabetes and high blood pressure. He found out about the AIA Vitality Hub in Hong Kong and within three months of attending classes regularly, he had lost over 5kg.

"I used to be slightly diabetic and have high blood pressure," Albert said. "Now I don't need to take as much medicine and my chronic health problems have improved after exercising."

At the age of 67, Albert is happy with his accomplishments so far and continues to join five to eight classes at the AIA Vitality Hub every week, including Zumba, yoga and HIIT. Albert firmly believes that regardless of age, anyone can join and enjoy exercise classes and their positive impact on physical and mental well-being.

"It's easy to make friends here (at the AIA Vitality Hub) and learn different exercise techniques," Albert said. "My strength has improved within less than a year and I see my muscles building day by day."

Engaging Communities Across Asia

Mindfulness in the garden



Dilantha Perera,
Assistant Manager,
Business Acquisitions,
AIA Sri Lanka

Exercise and meditation were always a part of Dilantha's daily routine. However, about two years ago, during the pandemic, he discovered a new hobby that supports his mental wellness and has made a positive impact on his community.

Home gardening became a new interest for Dilantha during the pandemic, when he had a lot of time on his hands. Dilantha found that gardening gave him peace of mind and helped him de-stress during those difficult times. He started with a small garden, growing different plants and testing various techniques. With time, his garden expanded. Dilantha began growing organic vegetables to prioritise his health and maintain a healthy diet.

Dilantha spends at least 30 minutes gardening after work, which helped his mental wellness. He introduced his family to gardening, which gave them quality family time.

His children loved gardening, and he shared his organic produce with his neighbours and extended family. Looking at how home gardening was helping Dilantha's physical and mental wellness, his neighbours also started gardening patches.

AIA's HR team had encouraged employees to garden at home and organised webinars and training sessions to build their skills. This further reinforced Dilantha's habits – and earned him the title of Green Champion in recognition of his efforts in promoting a healthy and sustainable lifestyle.

Today, almost all the houses down Dilantha's lane have vegetable patches, maintained by his neighbours. What started as a pandemic hobby has become a community movement, promoting sustainable practices and supporting mental and physical wellness.

Environmental Health

Human health and well-being are intimately linked to the state of the environment. Our AIA One Billion engagement activities seek to raise awareness of the importance of environmental health, support those affected by the changing environment and improve the environment for the next generation.

Healthy Planet, Healthy Me with AIA Voices

Three thought leaders in the field of environmental wellness came together to explore the connection between a healthy planet and our own health in 'AIA Voices – Healthy Planet, Healthy Me'. Our experts discussed the scientific connection between people and the planet, the physical and mental links between ecosystems and what happens when we connect to the planet in a healthy way. The discussion covered the active role AIA can play in encouraging healthy behaviours and wellness in our local communities and supporting actions that positively impact the environment.

Engaging Communities Across Asia

Small steps, big impact



Nidhi Bains,
Distribution Training,
Tata AIA Life

More than one-third of the total 'branded plastic' that goes into garbage daily from households in India could be just 'dairy products packaging' like milk and buttermilk pouches and cups of yoghurt and ice cream. However, many of these plastic materials can be recycled. Nidhi and her son Angad were committed to making a difference by promoting plastic recycling, despite initial challenges. They realised that by taking small steps to collect used pouches, they could make a significant impact.

Nidhi and Angad started sharing their progress on social media and organising local clean-up drives, collecting pouches for recycling and encouraging others to join this cause. Slowly but steadily, like-minded people began to join them. With their collective efforts, Nidhi and Angad and their supporter community have collected over 10,000 milk pouches for recycling in just a few months.

Nidhi and Angad's goal is to continue this initiative and collect one million pouches every year for recycling. By encouraging others to take small steps to reduce waste, we can make a significant impact in our communities and the environment.

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 4,269 trees in 2023, with 16,764 trees funded since the partnership began in 2020. This initiative will help restore native flora and help remove about 3,816 tonnes of carbon dioxide from the atmosphere over the next 50 years¹.

AIA Korea planted trees with Seoul Fruit of Love and the civic group Forest of Life at Omok Park in Yangcheon-gu, Seoul to celebrate Family Month. Employees and their families participated in this meaningful event, which took place for the second year running and emphasised the need to pass on the natural heritage of trees to the next generation.

AIA Korea also organised the 'No Plastic Han River Clean-Up' initiative at Banpo Han River Park for World Environment Day. Employees dedicated their time to collect litter including plastic bags, cigarette butts and single-use plastics. The event heightened environmental consciousness by encouraging employees to think about protecting the environment on a day-to-day basis.

Financial Inclusion

We are committed to championing financial inclusion through AIA One Billion. We engage communities through financial education, awareness campaigns and accessible insurance products that support the financial well-being 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.

Increasing financial literacy through education

In 2022, AIA China launched the AIA Youth+ Financial Literacy Programme which aims to provide financial education for young people in rural and urban areas. During 2023, children aged seven to 12 participated in interactive sessions to learn about saving, consuming, investing and donating money, as well as wealth planning. Through activities with their peers and their families, children learned the importance of managing risk and preparing for the unexpected. The programme boosts individual financial literacy and emotional intelligence, helping families work together to prepare and manage their financial well-being.

AIA Korea's Grutergi Programme provides financial education, mentoring, career coaching, scholarships and art therapy for orphans and self-reliant youth who have grown up in government facilities without parental care. Young people have received financial mentoring, emotional support and college scholarships through the programme. AIA employee volunteers have also supported young people through job mentoring and art therapy sessions.

Engaging Communities Across Asia

Supporting outstanding scholars in Hong Kong

In September 2023, AIA Foundation awarded 100 AIA Scholarships to the programme's third 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 in October 2020 to help 100 undergraduates every year over the next several decades attend Hong Kong universities.

Accessible insurance for people living with Type-2 diabetes

AIA Singapore launched AIA Diabetes Care, Singapore's first critical illness coverage tailored for Type-2 diabetics and pre-diabetics aged 30 to 65 years old. The product provides guaranteed coverage for five key diabetes-related conditions and has a guaranteed renewal until the age of 80, ensuring policyholders are supported for the treatments they need for much of their lives. The product also provides access to AIA Vitality to help manage policyholders' physical health as they live well with Type-2 diabetes.

Supporting financial inclusion in India

Tata AIA Life's 'micro-insurance' product, POS Saat Saath, offers insurance for people who may not be able to afford traditional insurance. POS Saat Saath offers benefits including protection, savings and assured returns on maturity.

This complements other Tata AIA Life offerings available through mobile apps for lower income consumers, including:

- Saral Jeevan Bima, a simple and affordable term plan.
- Insta Protect, which provides comprehensive protection for Life, Critical Illness, Disability and Hospitalisation for the low-income segment.
- Fortune Guarantee Pension, an affordable, retail pension plan with systematic investment options offering pensions/annuity for life.
- POS Smart Income Plus, a systematic investment savings plan with dual advantages of life cover plus savings.
- AIA has leveraged the partnership with Common Service Centres Scheme to reach 95% of the rural governing bodies in India through 400,000 centres that CSC run.

Our financial inclusion initiatives in India have enabled us to comply with and exceed the Rural Sector Obligations and Social Sector Obligation for FY2023 applicable to all market participants, as follows:

- Rural sector: the Company has achieved 25.72 per cent as against the 20 per cent regulatory requirement.
- Social sector: the Company has insured 84,357 social lives.

Tata AIA Life has also provided training, financial linkages to banks and access to funds and skill development to support self-help groups (SHGs). This included organising skill development workshops to supporting women to develop new income streams, supporting SHG members in seeking government loans and support, and organising preventive healthcare and nutrition programmes for girls, women and children.

Reshaping connection



Choi Jung-Min,
Life Insurance Planner,
AIA Korea

Choi Jung-Min has made history as the first planner with a hearing impairment to receive the Golden Fellow Award from the Korea Life Insurance Association. The award recognises outstanding planners across the country who demonstrate and deliver strong performance. He also won an Asia Trusted Life Agents and Advisers Award, as 2023 Inspirational Agent of the Year¹.

Choi, who has 13 years of experience as a planner, has shattered prejudices against the hearing-impaired and become a role model for others. "As I am a hearing-impaired person, I use sign language to talk with clients, most of whom are hearing-impaired. Sometimes I communicate in writing, which takes more than 10 pages of A4 paper. It's true that it takes more time for me to communicate with clients, but nothing hampers my sincere and full communication with them," Choi said.

Choi is motivated by his mission to help hearing-impaired people by managing their risks. While it is paramount that hearing-impaired people are informed about the benefits of various insurance plans, most of them are not exposed to such information.

Determined to help the community, Choi has also trained in recreation and laughter therapy to approach customers with positivity and a bright disposition. He sees himself as a companion that can help bridge the gap between the hearing-impaired community and insurance, allowing the community to gain access and knowledge regarding the benefits of insurance plans.

"I hope to continue breaking prejudices that the public holds against the hearing-impaired that they can't do anything. I hope to inspire many hearing-impaired people to have more courage," Choi emphasised.

¹ The Asia Trusted Life Agents and Advisers Awards are jointly organised by Asia Insurance Review, Asia Advisers Network, and LIMRA. The awards are judged by CEOs, senior executives, industry leaders and experts, with balloting stringently supervised by global audit firm KPMG.

Improving Access to Quality Healthcare

Provide greater access to quality care, relevant and timely information, diagnoses, treatment and rehabilitation

Access to quality and timely healthcare services varies significantly within markets and across Asia¹. While healthcare demand and costs are increasing, customer health journeys are often complex, fragmented and difficult to navigate.

AIA's Integrated Health Strategy provides customers with more accessible, affordable and effective healthcare. Our expanding health offerings are streamlining the services and care our customers receive, with new product offerings increasing the availability and personalisation of insurance cover. Partnerships are further extending our networks to ensure customers can more easily access the healthcare support, services and care they need, when they need it.

Expanding our health offerings across Asia

Growing our health offering has introduced new products, customer segments and healthcare provision services to AIA. We are capitalising on opportunities to deliver more personalised health insurance and accelerate our Integrated Health Strategy across Asia to provide more accessible, affordable and effective care.

Improving access to screening and early detection services through MediCard and Blue Care

We are increasing our involvement in helping ensure better healthcare outcomes for our customers and communities with the integration of the Blue Cross and Blue Care businesses² in Hong Kong and MediCard Philippines into AIA. Through these businesses, we are providing greater access and coverage for screening and early detection services. Health screening can significantly improve the management and outcomes of conditions such as cancer and chronic heart disease, while empowering customers with information on their health status and providing advice on improving and maintaining healthy lives.

MediCard has almost one million members who have access to their 17 free-standing clinics and 119 Occupational Health clinics. Over 100,000 health checks are completed every year, greatly improving AIA's efforts to ensure effective prevention, early detection and management of health risks for MediCard customers.

Personalising health insurance and health solutions

AIA is working to develop innovative, personalised and affordable protection offerings that address the widening gap between customers' healthcare needs and insurance coverage, informed by customer research.

Addressing coverage gaps

Cancer is the leading cause of death in Hong Kong, where one in four men and one in five women are at risk of developing cancer before the age of 75³. While close to 40 per cent of cancer patients were aged 60 or below over the past decade⁴, a recent survey of Hong Kong customers found that the younger the respondents were, the less they felt they needed insurance.

AIA Hong Kong launched an affordable cancer protection product targeting budget-conscious young customers seeking comprehensive cancer medical protection or additional cancer coverage to supplement an existing policy⁵. The product offers innovative prevention features for early detection and diagnosis coverage to assist access to the latest treatments. Psychological counselling and art therapy are also included to support cancer patients and immediate family members during a time of tremendous mental stress.

Sixty per cent of Singaporeans are concerned about dementia, making it the nation's top worry, yet more than one in two do not own policies that cover neurological diseases⁶. To address this gap, AIA Singapore launched AIA Centurion – one of our first products focused on diseases like Alzheimer's and Parkinson's. AIA Centurion expands our services to a new segment of elderly customers (up to age 80) and includes access to services that enable customers to continue to live independently. This includes access to on-demand video teleconsultations and medication delivery from WhiteCoat Telemedicine at a flat fee that is typically more cost effective than in-person GP consultations.

1 OECD/WHO (2022), *Health at a Glance: Asia/Pacific 2022: Measuring Progress Towards Universal Health Coverage*, OECD Publishing, Paris, <https://doi.org/10.1787/c7467162-en>.

2 Blue Cross (Asia-Pacific) Insurance Limited and Blue Care JV (BVI) Holdings Limited were acquired by AIA in August 2022.

3 Centre for Health Protection, Department of Health, *Cancer Statistics*. November 2014, based on a study of 2012 cancer statistics. <https://www.chp.gov.hk/en/healthtopics/content/25/103091.html>

4 Hong Kong Cancer Registry, Hospital Authority, *10 Most Common Cancers in Hong Kong in 2021*. Based on the 2003-2012 statistics of average prevalence rate of cancers of different parts of the body (accessed in December 2014). <https://www3.ha.org.hk/cancereg/default.asp>

5 AIA Hong Kong (2022), *Press release: AIA Hong Kong launches brand new "Cancer Guardian" series*. <https://www.aia.com.hk/en/about-aia/about-us/media-centre/press-releases/2022/aia-press-release-20220929>

6 AIA Singapore (2023), *Press release: AIA Singapore tackles the nation's growing elder care needs with market's first personal accident plan to provide coverage for multi-stage dementia*. <https://www.aia.com.sg/en/about-aia/media-centre/press-releases/2023/aia-singapore-tackles-the-nations-growing-elder-care-needs>

Improving Access to Quality Healthcare

Personalising coverage to meet customer needs

In Mainland China, research revealed the challenges of accessing health insurance for people with chronic and severe diseases. Four million people with chronic and severe diseases accounted for 50-55 per cent of medical expenses but only 6 per cent of commercial insurance premiums¹.

In response, AIA China launched a Critical Illness product specifically designed for customers with pre-existing health conditions. This helps provide the 22,000 policyholders with the opportunity to obtain lifelong critical illness protection to face potential future illness with peace of mind. Approximately 7 per cent of policies relate to customers aged 55 and above, demonstrating expanding coverage to older customer segments.

Paying for unexpected medical expenses can be a challenge, with 65 per cent of people in India paying medical expenses as Out-Of-Pocket (OOP) fees². In several cases, people accessed their long-term savings during health emergencies as they found their basic health cover policy insufficient. Tata AIA Life launched an innovative Health Solution combining health cover with health and wellness services, medical benefits and life cover with the benefits of Unit-Linked insurance. The solution helps to grow wealth and health savings through market-linked returns, and offering a number of ecosystem services including cashless hospital admission and AIA Vitality to motivate positive health outcomes, tailored discounts or premium allocations. These are available for Gen Z, women or girls, children and the transgender community to foster a healthier future.

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. We are leveraging data and technology to improve customers' access to longitudinal health data across regions and healthcare providers, streamline claims processing, and explore innovative tools to measure and advise on customer health.

Data-driven insights and personalisation

Amplify Health is accelerating the execution of AIA's Health & Wellness priorities by supporting our businesses with new health technologies and integrated business solutions. Amplify Health is deploying health technology assets, proprietary data analytics and extensive health expertise to our growing businesses and will support other healthcare sector participants over time.

Efficiency and customer experience through AI-enabled claims processing

Technology-driven insights are also streamlining our claims processing experience. The introduction of AI-enabled claims processing provides AIA Singapore customers with a seamless healthcare and claims experience, from booking a doctor's appointment to pre-authorising their claim through the AIA app. More than half a million claims per year are now being handled with this technology, facilitating an easy, fast and seamless claims experience. To date, 96 per cent of claims have been digitally submitted, 91 per cent of claims have been adjudicated by the AI engine, and 97 per cent of claims are paid digitally. Enabled by technology, claim turnaround times can be as fast as 14 minutes from submission to payment.

Increasing health awareness and engagement using digital biomarkers

In Thailand AIA Health Saver was launched in January 2023 aiming to improve equity and access to healthcare services through an affordable, mass market product with comprehensive inpatient and pre/post hospitalisation outpatient coverage. This has appealed to newer customers, resulting in a new customer mix more than 20 percentage points for this rider.

Alongside AIA Vitality, AIA Thailand has been increasing the use of technology-enabled health and wellness services to reach large populations at scale, including in remote areas, to encourage greater health awareness and increase equity in access to healthcare services. In 2022, AIA Thailand launched AIA+, a flagship 'superapp' that combines the wellness services of AIA Vitality with the convenience of online policy servicing. As of December 2023, AIA+ had over 198,000 users, of which 96.5 per cent were policyholders and 3.5 per cent were public users.

Digital biomarkers are a key feature on the app and have been effective in raising health awareness of both policy holders and non-policy holders. Powered by artificial intelligence, facial recognition technology tracks body mass index, blood pressure, pulse and stress levels – further enhancing our digital real-time delivery of health and wellness information to customers. Since launch, approximately 69,000 biomarker facial scans have been logged. The feature has been instrumental in expanding impactful health and wellness to non-Vitality customers.

¹ AIA China (2022), *Press Release: Health and Wealth Upgraded AIA Life's "Ruyi Youxiang" innovation covers sub-healthy people*. <https://www.aia.com.cn/zh-cn/aia/media/news/2022/20221101>

² India Brand Equity Foundation (2022), *Economic Survey 2021-22*. <https://www.ibef.org/economy/economic-survey-2021-22>



Improving Access to Quality Healthcare

Growing wellness regionally

AIA is encouraging customers and communities across Asia to manage their health and wellness. Our actions range from assisting customers to navigate the health system to championing mental wellness and simplifying access to healthcare services.

Mental well-being and mental health

Mental wellness is frequently cited as one of the top health concerns of customers. Across Asia, people are reporting higher levels of burnout and depression¹ with problems arising from mental health the second-largest contributor to time lost to disability.

AIA provides mental well-being and mental health support in multiple markets – connecting mental wellness services to related healthcare services to improve access and effectiveness. In Malaysia, concern about mental health is high, with 86 per cent of people nominating physical health as a priority, ahead of the 84 per cent who nominated mental health.²

Despite the growing concern for mental health, many are not seeking treatment due to limited coverage through employer provided benefits, high costs, social stigma and fear of negative consequences.

AIA Malaysia introduced AIA Mental Health Solution in August 2022 in collaboration with ThoughtFull, a Southeast Asian-based digital mental health platform, to enable employers to provide improved access and support for their employees' mental well-being through appropriate guidance, tools and support.

Members across more than 70 corporate clients are accessing bite-sized guided learning content, wellness trackers, one-on-one coaching with certified mental health professionals and round-the-clock crisis support, with engagement rates of up to 55 per cent. 36 per cent of users reported feeling better because of the service, with 25 per cent being more open to proactively engage with their mental health. The Solution earned AIA the Health Insurance Initiative of the Year – Malaysia and Strategic Partnership of the Year – Malaysia at the Insurance Asia Awards 2023³.

Improving customer health outcomes

In 2023, AIA Vitality launched in Vietnam – the 12th AIA market to launch the science-backed health and well-being programme – and we ended the year with 1,848,892 active members across all markets. Last year we celebrated the 10th anniversary of the programme in Singapore and Australia.

Despite reaching a point of maturity in many markets, engagement remains high in key AIA markets, with AIA Hong Kong reporting a three-month engagement rate of 58.3 per cent⁴ in December 2023. In addition, 40 per cent of their membership has reached Silver Vitality Status or higher.

Among AIA markets there is a growing understanding that the first step towards improved health is awareness of the current state of health. In 2023, AIA Malaysia and AIA Indonesia launched a series of campaigns to motivate the completion of the Vitality Health Check (VHC). Through these campaigns, AIA Malaysia has doubled the number of customers completing the VHC, seen an improvement in all four health measures with 43 per cent of AIA Vitality members recording healthy ranges for all four tests (versus 29 per cent in September 2022), and over 23 per cent of members have reached Silver Status or higher.

Regionally, engagement in the programme is resulting in measurable improvements in health outcomes.⁵ AIA Vitality has improved the lives of over 130,000 (132,559) customers. Members improved their AIA Vitality Age – their actual age relative to a variety of health factors – by an average of 0.44 years after joining the programme, with 54 per cent of at-risk AIA Vitality members improving their blood pressure levels and 81 per cent reducing their glucose levels.

¹ McKinsey & Company (2022), *Employee mental health and burnout in Asia: A time to act*. <https://www.mckinsey.com/featured-insights/future-of-asia/employee-mental-health-and-burnout-in-asia-a-time-to-act>

² Ipsos (2022), *World Mental Health Day, A Global Advisor Survey*. https://www.ipsos.com/sites/default/files/ct/news/documents/2022-10/Ipsos-World-Mental-Health-Day-2022_Report_0.pdf

³ Insurance Asia (2024), Past Winners. <https://insuranceasia.com/event/insurance-asia-awards#page-past-winners/>

⁴ Member earned any points in the last 3 months.

⁵ Note that better health outcome is defined as: # of distinct members that satisfy either criteria: (a) At least one biometric moving from unhealthy to healthy range (where the study includes members from all markets who have completed at least two health checks 90 days apart during their entire membership period), or (b) Lowered their AIA Vitality Age gap (two health checks and AIA Vitality Age calculations at least 12 months apart).

Improving Access to Quality Healthcare

Enhancing customer journeys through comprehensive health and wellness services

AIA Malaysia's health and wellness ecosystem makes healthcare more accessible for customers. The AIA customer App supports members by improving ease and simplifying access to telehealth consultations. Customers can also process claims, referrals and pre-authorisation requests through the app, making health management more efficient. Customers with serious medical conditions are supported through Personal Case Management throughout their treatment.

AIA China has built a diversified ecosystem of health and wellness services, leveraging in-house capabilities and healthcare partnerships to make AIA a trusted and established partner in customers' lives. A range of services are available, targeted to the key needs and pain points of specific customer segments along their health journeys. These include programmes for cancer prevention, early detection and screening. Case management supports customers with serious medical conditions, and medical assistance from the world-leading Mayo Clinic is available via video and onsite consultation for eligible customers.

A juvenile-focused programme also works to promote health knowledge and protect juvenile health through access to video consultations and outpatient medical assistance for certain public hospitals.

Building on this foundation, over the last four years AIA China has developed a specialised health and retirement network to support over three million older customers as they navigate hospital, specialist and rehabilitation providers. Our network covers over 1,300 top quality medical networks including public and private hospitals, dental clinics, physical check-up centres, and over 370 retirement and rehabilitation institutions across more than 70 cities.

Together, the health and retirement ecosystems provide an effective combination of services that helps customers access more effective medical treatment more quickly and with faster recovery across their lifetime. 59 per cent of customers found the service helpful, with many also experiencing improved clinical outcomes. 52 per cent of rehabilitation customers reported improved health outcomes and 100 per cent of customers receiving anxiety support reported their anxiety was relieved as a result.



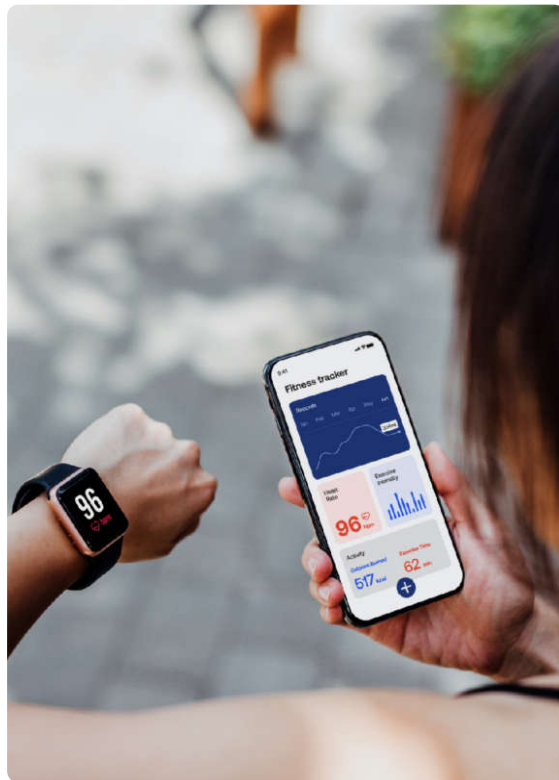
Building Better Integrated Health and Wellness Outcomes

Build on our leading integrated health and wellness solutions and reward customers for behavioural improvements

Our AIA Vitality and WorkWell with AIA programmes encourage members to proactively understand, nurture and improve their health and well-being. The programmes bring together a range of data insights, services and solutions – including health screening, education and treatment when needed – to drive positive behavioural change and better health and wellness outcomes.

Using data insights to influence corporate wellness

Employers are increasingly realising that investing in corporate wellness programmes can have positive effects on both their workforce and the organisation. According to a CDC review, corporate wellness programmes can lead to 25 per cent savings on absenteeism, health insurance premiums, workers' compensation and disability management claims costs¹. Companies with high employee satisfaction had between 2.3 per cent and 3.8 per cent higher returns than the industry average as reflected in the long-run stock market².



Embracing better rehabilitation

Rehabilitation can effectively assist in preventing and recovering from a range of health conditions. AIA Australia developed a comprehensive ecosystem of well-being services that supports customers whether they are well, unwell or recovering – so that whatever life's challenges, we can support customers to embrace better health and well-being.

The AIA Embrace ecosystem includes signposting to community-based programmes and digital health tools, tailored workplace rehabilitation support, employer support, health coaching and curated education and support programmes including support for cancer, chronic pain and mental ill-health, amongst other services.

Australian customers have achieved better health and wellness as a result. Since 2010, 2,884 customers have been supported with comprehensive rehabilitation programmes to assist their return to work. In addition, since 2018, AIA Australia has assisted over 5,000 people with coaching programmes and seen a 35 per cent increase in rehabilitation programmes participation.

The return-to-work rate was 77 per cent and with early support, this increased to 97 per cent. These programmes included:

- Pain Coach, a telehealth education programme to help employees better manage and control pain and introduce appropriate movement to assist in recovery – resulting in a 25 per cent improvement in pain.
- Mind Coach, a stepped care programme using cognitive behavioural therapy strategies to help sufferers of depression or anxiety – resulting in a reported 45 per cent reduction in symptoms.
- Cancer Coach, assisting employees undergoing treatment for cancer, with digital tools, personal coaching and educational resources helping them to understand their diagnosis, adopt positive behavioural changes and engage in their own health. This resulted in employees being 73 per cent more likely to be able to return to well-being and work, and doing so 16.5 weeks sooner.

¹ Chapman, LS. (2005). *Meta-evaluation of worksite health promotion economic return studies: 2005 update*. American Journal of Health Promotion, 2005 Jul-Aug;19(6):1-11.

² Edmans, Alex, (2012). *The Link Between Job Satisfaction and Firm Value, with Implications for Corporate Social Responsibility*. Academy of Management Perspectives. 2012 Nov; 26(4), 1-19.

Building Better Integrated Health and Wellness Outcomes

WorkWell with AIA

Our WorkWell with AIA programme offers guidance and support to organisations who are seeking to nurture and improve their employees' well-being. Built upon the four dimensions of 'Live Well, Think Well, Plan Well and Feel Well', WorkWell empowers organisations to care for every aspect of their employees' well-being.

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 is a complimentary solution that 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 consults with psychologists and counsellors. Between January and December 2023, over 1,272 articles were engaged with, 362 videos viewed, 1,833 text-based consults occurred and over 12,920 mental health assessments have been completed.

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. Currently there are over 428,000 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. 42 per cent of consultation recommendations relate to back and neck pain, 15 per cent to hypertension and 14 per cent to migraine and headache.

As their partner, AIA customises interventions and solutions for our corporate clients based on this intelligence generated by AIA Analytica; and together, we strive to optimise the physical, mental, financial and social well-being of our members and employees.



Bringing Health & Wellness to Life

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Karen Robertson
Rehabilitation and Well-being Team Manager,
AIA Australia

Our role is not just about getting people back to work, it is about supporting and assisting people on their recovery journey so they can get back to health, well-being and being an active member of their local community and broader society.”

Karen joined AIA Australia as a rehabilitation consultant in 2012. In her years at AIA, she has found that the AIA culture and philosophy resonates with both her personal values and the work of the rehabilitation and well-being team she now leads.

The team have always worked holistically and see wellness as an integral part of their customers' recovery journey. Their role is not just about occupational rehabilitation and getting people back to work, it is about getting people back to health and being part of their local community and broader society. Karen is a strong believer that for people to return to health and wellness, the industry needs to consider not only their physical health but also their mental health, their resilience and self-confidence.

Karen's team consists of a broad range of allied health professionals. This multi-disciplinary team allows everyone to draw on the expertise and specialist services of each other in order to support our customers with the very best services possible.

Karen and her team are supported by AIA's EMBRACE ecosystem, which brings together the rehabilitation and well-being teams all under the one service. This ecosystem means AIA can create personal rehabilitation plans that meet the needs of the customer, offering a unique tailored service that covers them right from the start of their recovery journey and supporting them back to health and well-being.

The ecosystem supports strong partnerships with rehabilitation service providers, employers, funds and customers, combining a range of well-being services along with more traditional occupational rehabilitation services.

In 2023, the AIA Australia rehabilitation team received 9,500 rehabilitation referrals and assisted 487 people back to work – a source of great pride for Karen and her colleagues. They also supported 160 people through the LeapForward Programme, a digital App based programme that helps people build confidence and resilience to achieve their health and wellness goals. A particular highlight was seeing a person who had been on claim since 2015 increase their health and well-being through the Programme and join a re-training programme so they can return to employment.

Karen attributes the team's success in 2023 to her colleagues and the pride they take in their work. Together, their work makes a difference in people's lives at one of their most difficult times and when they need assistance the most.

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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