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Media Release

AIA Agrees Exclusive Asia-Pacific Regional Partnership with Holmusk

HONG KONG, 7 August 2020 – AIA Group Limited (“AIA”; or the “Company”; stock code: 1299) customers across Asia Pacific are set to benefit from an exclusive regional partnership being announced today between AIA and global data science and healthcare technology company Holmusk.

The partnership will enable AIA to digitally deliver a wider range of health coaching tools and solutions to AIA customers, including AIA Vitality members, leveraging Holmusk’s innovative and data-driven approach to health management. The new service will be launched first to AIA customers in Malaysia, with AIA and Holmusk working together to launch in other markets subsequently.

Dr Christian Wards, Director of Group Health & Wellness Transformation at AIA Group, said: “We will be incorporating Holmusk’s nutrition coaching services into AIA Vitality’s nutrition, weight management and chronic disease management propositions. By doing so, we will create a unique and personalised health platform that utilises Artificial Intelligence-based engagement tools and digitally enables personalised pathways for our customers, improving access, convenience, and health outcomes.

Our customers will also gain access to personal health coaching services based on their specific needs via Holmusk’s extensive network of nutritionists and dietitians. This is another significant step forward in AIA’s payer-to-partner journey as we help our customers lead Healthier, Longer, Better lives.”

Dr Yau Teng Yan, Holmusk’s Chief Medical Officer, said: “We are excited to bring Holmusk’s personalised, evidence-driven interventions to help transform the lives of AIA customers. Our focus on providing engaging, meaningful behavioural change programmes brings AIA’s *Manage your health* initiatives to life.”

“This partnership gives us the opportunity to touch the lives of thousands of people across the region,” said Nawal Roy, Holmusk’s Founder & CEO. “It also exemplifies AIA’s focus on prevention and early intervention across behavioural health and chronic diseases, so individuals can live healthier, longer, and better lives.”

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About AIA

AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong SAR, Mainland China, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, the Philippines, South Korea, Taiwan (China), Vietnam, Brunei, Macau SAR, New Zealand, a 99 per cent subsidiary in Sri Lanka, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$284 billion as of 31 December 2019.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 36 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

About Holmusk

Holmusk is a healthcare technology and data science company on a mission to transform the lives of people with behavioural health and chronic diseases through evidence driven medicine. Headquartered in Singapore with a global footprint, it is building the world's largest real-world evidence platform for mental health and chronic diseases and enabling engaging behavioural change programs for individuals. For more information, please visit www.holmusk.com.

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Notes:

1. Hong Kong SAR refers to Hong Kong Special Administrative Region.
2. Macau SAR refers to Macau Special Administrative Region.