

Media Release

AIA LAUNCHES “RETHINK HEALTHY” BRAND CAMPAIGN TO INSPIRE A HEALTHIER ASIA

Hong Kong, 17 June 2024 – AIA Group Limited (“AIA” or the “Group”) today announces the launch of its 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 healthier.

“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 report¹ commissioned by AIA which found many consumers in Asia believe that being healthy is too hard and inaccessible. Key findings of the research revealed:

- While the majority of respondents want to improve their health, 80% do not believe that they are healthy today.
- As a result, 57% of those surveyed reported they have not managed to make changes to improve their health.
- People across Asia are overwhelmed by constant, narrow depictions of perfect health and wellness routines.
- 63% of respondents believe that exercise must be intensive and lengthy to be healthy, which discourages many from being more physically active.
- The majority of those surveyed believe that small actions cannot improve physical health, despite research² demonstrating the value of small steps done consistently to form habits.

Stuart A. Spencer, AIA Group Chief Marketing Officer, said, “Our reality today is that Asia is getting wealthier but not healthier. The prevalence of lifestyle diseases is rapidly accelerating despite people wanting to improve their health. The research is very clear, consumers need and want help. AIA’s ‘Rethink Healthy’ campaign is a direct response to this urgent need by reframing the journey to health and wellness to be more inclusive.

We need to change how we portray healthy lifestyles and make clear that this is specific to every individual, and help people take their own unique journey towards health and wellness. Every market in Asia is immensely diverse, however the discussion around health is often one-dimensional.

We are on a mission to change attitudes, mindsets, behaviours and debunk preconceived notions of what healthy means for every individual. Through this campaign we will engage many more people in Asia to live Healthier, Longer, Better Lives and accelerate progress towards our AIA One Billion goal.”

¹ AIA & Kantar, *Wellness Study – Regional Report*

² <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2020.00560/full>

AIA Group Limited is incorporated in Hong Kong with limited liability. 友邦保險控股有限公司是於香港註冊成立之有限公司。

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“Rethink Healthy” launches through an [anthemic video](#) that questions the role social media plays in our depiction of health and will be supported by community events, employee engagement and marketing campaigns across several markets in Asia. Key themes will include:

- Broadening perspectives to see health as a balance between physical, mental, financial and environmental wellbeing, as opposed to a sole focus on physical appearance as a marker of health.
- Changing how we discuss and portray healthy lifestyles and make clear that every individual can take their own unique journey towards health and wellness.
- Expanding the definition of activities, options and choices that can all contribute to holistic health and wellbeing.
- Redefining how movement and better eating can positively impact health.
- Demonstrating that every small step counts and that growing confidence will translate into even bigger actions and improvements.

Visit AIA’s social media channels to join the conversation:

LinkedIn: [link](#)

Facebook: [link](#)

Instagram: [link](#)

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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 – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR⁽¹⁾, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR⁽²⁾, and a 49 per cent joint venture in India. In addition, AIA has a 24.99 per cent shareholding in China Post Life Insurance Co., Ltd.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$286 billion as of 31 December 2023.

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, AIA serves the holders of more than 42 million individual policies and over 18 million participating members of group insurance schemes.

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AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock codes “1299” for HKD counter and “81299” for RMB counter with American Depositary Receipts (Level 1) traded on the over-the-counter market under the ticker symbol “AAGIY”.

About AIA One Billion

In 2022, AIA launched the AIA One Billion initiative to engage a billion people to live Healthier, Longer, Better Lives by 2030. The ambition underscores AIA’s commitment to engage, educate and inspire communities across Asia to improve physical, mental and environmental wellness while championing financial inclusion. AIA has engaged 387 million people by the end of 2023 through initiatives such as AIA Healthiest Schools, AIA Voices and AIA’s partnership with Tottenham Hotspur Football Club.

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Notes:

- (1) Hong Kong SAR refers to the Hong Kong Special Administrative Region.
- (2) Macau SAR refers to the Macau Special Administrative Region.