



**CORPORATE
SOCIAL
RESPONSIBILITY
REPORT 2018**



**HEALTHIER, LONGER,
BETTER LIVES**

**AT AIA, WE HAVE
A STRONG COMMITMENT
TO HELPING PEOPLE LEAD
HEALTHIER, LONGER,
BETTER LIVES.**





AS A LEADING LIFE INSURANCE PROVIDER, WE SUPPORT LOCAL COMMUNITIES, IN PARTICULAR, TO PROMOTE PUBLIC HEALTH AND EDUCATION.

Recognising that football is a popular sport that can encourage people to lead a healthier, more active life, we supported a series of professional football training camps and activities for young people across Asia.

Supporting education and youth development also forms a core element of our CSR programme. Our efforts can be seen in library donations, supply of school equipment and special school visits.

Our community work goes beyond promoting healthy living. We also offer access to our communities to prevent illness through education, workshops and free check-up.

We also encourage our employees and agents to give back to society by volunteering. We are proud of their contribution to our wide range of CSR activities, from volunteering at AIA community events and taking part in blood donation drives to supporting a variety of recycling programmes to protect the environment.



AT A GLANCE

MORE THAN
220
ACTIVITIES
IN 2018 ACROSS ASIA PACIFIC



2018

220

2016

100

AIA EMPLOYEES
VOLUNTEERED, IN 2018
MORE THAN
93,000
HOURS



AIA DONATED OVER

US\$5 MILLION
TO COMMUNITY
CAUSES





PROMOTING A HEALTHY LIFESTYLE

We believe that there are many dimensions to a healthy lifestyle. Through various community events, fundraisers and outreach programmes, we strive to inspire more people to adopt a healthy lifestyle.

From youth to old age, from jogging in the city to mountain climbing, these photos celebrate the importance of a healthy lifestyle adapted for the individual.

AIA WAS THE OVERALL CHAMPION OF OXFAM TRAILWALKER FUNDRAISING IN 2018, RAISING **HK\$1.9 MILLION**



PROMOTING
A HEALTHY
LIFESTYLE

For the fourth consecutive year, AIA Vitality was the principal sponsor of OXFAM Trailwalker, held in November 2018, the largest fundraising hiking event in Hong Kong, in which the participants are challenged

to complete the gruelling 100-km-long MacLehose Trail in 48 hours, climbing 23 mountains. With 47 AIA teams taking part in the challenge, we raised HK\$1.9 million to support Oxfam's efforts to alleviate poverty.

47
AIA TEAMS
COMPLETED



We also recognise the value of supporting the under-privileged in society. With this in mind, in July and September 2018, AIA donated over HK\$100,000 to offer 250 beneficiaries, including under-privileged children and their families, a chance to watch the Avon Lee Magic Show and visit Hong Kong Disneyland. For the fifth year, AIA in Hong Kong sponsored the "AIA Carnival" held from

December 2018 to February 2019. The event enabled us to deliver our healthy living message to close to one million attendees. Through partnerships with 11 local charities, we also helped ensure that a wide spectrum of community groups were able to access and enjoy this event.

One of our key goals of our social responsibility projects is to promote a healthy, active lifestyle for people of all ages. To advocate this,

in February 2018, we organised a lunch gathering for the elderly community in Chai Wan to celebrate Chinese New Year. In October, we organised an outing for 200 elderly people to visit the Hong Kong Observation Wheel presented by AIA, to celebrate the Mid-Autumn Festival.

"OUR VISION IS FOR THE HONG KONG OBSERVATION WHEEL AND AIA VITALITY PARK TO BECOME AN ICONIC DESTINATION FOR SOCIAL ENGAGEMENT, ACTIVE PARTICIPATION AND FAMILY FUN."

Stuart A. Spencer
AIA Group Chief Marketing Officer





PROMOTING
A HEALTHY
LIFESTYLE

Laman Cergas AIA Vitality Park



MALAYSIA

At the heart of AIA's social responsibility commitment, we believe that deserving communities can lead healthier, longer and better lives. In Malaysia, a unique CSR programme called 'The Good Health Project by AIA' was launched at a local orphanage, where under-privileged children aged 9 to 17 are encouraged to

re-orientate their lifestyle to maintain better fitness and nutrition, and achieve a better sense of well-being.

To make fitness training more accessible, a specially designed outdoor gym was created at the popular Kepong Metropolitan Park in north Kuala Lumpur—Laman Cergas AIA Vitality Park,

spanning 95 hectares. In collaboration with Fitness First, a circuit training course was designed, allowing participants to exercise on treadmills for a thorough cardiovascular work-out.



Fit For Hope



CAMBODIA

From September to October, AIA organised a campaign called 'Fit For Hope' to raise awareness of breast cancer in Cambodia, a critical illness with a high incidence rate in the country, early prevention is hampered by inadequate infrastructure, social stigma and timidity in broaching the subject. By putting into place

a more systematic breast cancer education programme and offering timely treatment to the public free of charge, AIA has improved people's access to breast cancer prevention information.

SRI LANKA

In Sri Lanka, we partnered with Assure Surgical Hospital—a leading private hospital in Sri Lanka—to stage a health camp at a school, with approximately 200 students, their parents and other members of the local community taking part. During the event, health check-ups and top tips on

fitness and well-being were offered for free. Medical test and physical examinations were designed to monitor and provide early prevention measures for diseases such as serum creatinine and urine micro albumin, since kidney-related ailments are more prevalent in the region.



Health Camp



You Fund, I Run

MACAU

In December, AIA Hong Kong and Macau sponsored the fifth OXFAM Tower-run, titled "You Fund, I Run". Over 320 AIA employees and financial planners were challenged to run up 1,299 steps from ground level to the 61st floor of the Macau Tower Convention

and Entertainment Centre. The annual event raised MOP420,000 to help support Oxfam's work in fighting poverty and to advance humanitarian relief work worldwide.



Dream Again

KOREA

At AIA, we are eager to support people with physical disabilities. For example, in Korea, our 'Dream Again' campaign, which started in August 2017, encourages people who have had one or more limbs amputated because of an accident or illness, to overcome their challenges and achieve their dreams. Working with the non-profit organisation Community Chest of Korea and Able Welfare Foundation, AIA Korea has donated KRW100 million to support nine recipients with physical

disabilities, including rehabilitation and physical recovery.

One of the key partners of AIA Korea's CSR programme is "Open Innovation", which supports promising start-ups in healthcare and insure-tech. AIA has pledged US\$121,000 to Doctor Kitchen to develop a Diabetes Diet Risk Test (DDRT) for the public this year to help people lower their sugar intake. Masiyeoyeom's exclusive cooking recipes and cooking classes for the public, a

highlight of this initiative, has proved to be a highly effective way to engage the community, while the Wehuddling mobile app, which offers a brand new way to maintain a healthy diet, is also hugely popular.

Cooking Classes



ENGAGING COMMUNITIES THROUGH FOOTBALL



**“IT’S A HUGE HONOUR
TO REPRESENT THE
CLUB ON SUCH A
LARGE SCALE AND TO
BE ABLE TO IMPACT
SO MANY PEOPLE’S
LIVES TOGETHER WITH
AIA. HELPING PEOPLE
TO BE HEALTHIER
AND HAPPIER IS THE
ULTIMATE MOTIVATION
FOR ME.”**

Anton Blackwood,
Tottenham Hotspur International Development Coach

ENGAGING
COMMUNITIES
THROUGH
FOOTBALL



In 2018, AIA's commitment to community football training and health education continued as part of AIA's partnership with Spurs. Throughout the year, two dedicated Spurs coaches stationed with AIA in Hong Kong conducted training camps and coaching clinics in 10 AIA markets across the Asia-Pacific region.

These programmes are designed to encourage youth participation and also provide much needed education around the benefits of a healthy diet and regular exercise. In 2018, approximately 25,000 children, parents, customers and employees benefitted from these programmes.

COACHES HAVE HOSTED
ACTIVITIES WHICH HAVE
BENEFITTED

25,000

PEOPLE THROUGHOUT
THE REGION



ENGAGING
COMMUNITIES
THROUGH
FOOTBALL





“IT’S THE LITTLE THINGS THAT CAN HAVE A REALLY BIG IMPACT ON YOUR HEALTH AND WELL-BEING. IT JUST TAKES ONE CHANGE.”

David Beckham,
AIA Global Ambassador

ENGAGING
COMMUNITIES
THROUGH
FOOTBALL

China Youth Development Foundation

MAINLAND CHINA

For the third year running, the hugely popular AIA football summer camp was held in Guangdong and Jiangsu in 2018. Over a 20-day period, more than 600 children in Foshan, Zhaoqing, Zhongshan and Dongguan and a similar number in Jiangsu received professional football training

with youth football coach Shaun Harris, learning new football techniques, as well as the joy of teamwork.

In its fifth year of partnership with the China Youth Development Foundation, AIA launched the AIA China Youth Football Development Programme for the second year. In a major social responsibility project launched in August, AIA provided sponsorship of

RMB1.2 million for university student volunteers from Shaanxi, Yunnan, Hainan and Guangdong to take part in intensive and rigorous football training. After the training, the volunteers offered football training at eight Project Hope primary schools in these regions. The project is expected to promote interest in and access to football training for school students in these regions, which will foster

sports development in Mainland China.

David Beckham also visited the Great Wall of China and took part in an event supporting AIA’s work with our CSR partner China Youth Development Foundation. The event included a variety of media events promoting the CSR initiatives of China Youth Development Foundation and AIA and a football training session with 36 children.





CAMBODIA

Running from November 2017 to May 2018, the AIA-ISF Youth League 2017-2018 was Cambodia's largest community football programme. AIA also launched the "Football for Change" programme, with a special focus on the

disadvantaged community, which extended our community support to three more NGOs. Children from Cambodian Children's Fun, Mercy Team International, and the NGO Education and Research Centre, and coaches from the Indochina Starfish Foundation participated in an eight-month football training programme.



ENGAGING
COMMUNITIES
THROUGH
FOOTBALL

AIA Football Clinic 2018

THAILAND

As part of its 80th anniversary celebrations, AIA Thailand took the opportunity to reinforce its core belief in the importance of promoting an active lifestyle. This led to a football clinic that attracted 300 young footballers, supported by local coaches and Tottenham Hotspur coach Danny Mitchell. David Beckham made a special appearance at the event and took part in the different clinics.

For the seventh consecutive year, AIA Thailand held "AIA Football Clinic", offering a game day for over 1,200 children from eight to 12 years old from 80 schools in Chiang Mai and other upper northern areas of Thailand to improve their skills with the help of a team of professional coaches.

Over 1,200 children from eight to 12 from 80 schools in Bangkok, and 600 children from eight to 13 from 44 schools in Choburi also benefitted from summer football clinics.

The "AIA Youth Club" project, also in its seventh year, gained overwhelmingly positive feedback from more than 750 students from 51 schools in Chiang Mai province and nearby regions, who participated in a football tournament, inspiring Thai youth to follow their passion to be professional football players.



INDONESIA

Fully supported by The Financial Services Authority, and the Youth and Sports Ministry, AIA Soccer for the Nation was held to develop soccer skills among youth in 12 cities across Indonesia to help them get the maximum benefit from sports in a seven-month period.

AIA's Global Ambassador David Beckham participated in the first "AIA Soccer for the Nation" event in Jakarta in March. David Beckham supported AIA in providing football equipment and launching a development initiative that included 1,600 children.

In October, AIA, together with Spurs International Development Coaches, visited children in Lombok after an earthquake disaster and held a trauma healing session through football.



NEW ZEALAND

In New Zealand, AIA engaged 55,000 school children and their families from over 500 schools through the Healthiest Schools Challenge. The objective was to inspire children and families to make healthy choices and to lead Healthier, Longer, Better Lives. Participants logged their activity levels to move avatars

of themselves through a virtual tour of the world, receiving various health and wellness messages along the way. The initiative was supported by the AIA Spurs coaches, who ran football skill sessions with more than 4,000 participants during a nationwide tour in October and November.

ENGAGING
COMMUNITIES
THROUGH
FOOTBALL

"WHEN IT WAS OVER, THE AUDIENCE SAID WE DESERVED AN A+ FOR EFFORT, BUT POLITELY ADVISED US TO STICK TO FOOTBALL."

Shaun Harris,
Tottenham hotspur
International Development Coach





SUPPORTING AND EMPOWERING FAMILIES & COMMUNITIES

SUPPORTING
AND
EMPOWERING
FAMILIES AND
COMMUNITIES



HONG KONG

AIA Vitality Park is an important platform for AIA to engage the community and advocate a healthy lifestyle. In September 2018, we launched a week-long, large-scale, free-to-all health and wellness event at Hong Kong's AIA Vitality Park.

Sixty activities were held for the community during the week, featuring yoga, a number of football games, healthy cooking demonstrations, music performances, kids sports and health talks attracting nearly 40,000 participants in total.

MAINLAND CHINA

In September, AIA China hosted '2018 Easy Run by AIA', bringing together customers, agents and staff in a charity run that saw more than 5,000 runners from over 20 countries complete a 10km race. In this popular fundraising

MORE THAN
5,000
runners
PARTICIPATED IN
2018 EASY RUN



SUPPORTING
AND
EMPOWERING
FAMILIES AND
COMMUNITIES

VIETNAM

In Hanoi and Bac Ninh, more than 200 AIA Vietnam agents and staff participated in AIA Blood Donation Day. Realising the importance of engaging other companies in the region, AIA also opened Blood Donation Day to staff from other companies.



The Music Run



FitnessFest

SUPPORTING
AND
EMPOWERING
FAMILIES AND
COMMUNITIES

SINGAPORE

Following 'The Music Run' by AIA in 2018, another spectacular health event was 'FitnessFest', which was held in Singapore in May 2018 for the second consecutive year. This is Singapore's largest fitness festival, headlined by the World's No.1 fitness influencer, Kayla Itsines, and her famed BBG Bootcamp. More than 6,000 fitness enthusiasts gathered for the 12-hour Fitathon, featuring eight Fitness Discovery Arenas, such as boxing,

crossfit, yoga and bounce, so that all the participants had the opportunity to explore different types of fitness activities. Throughout the day, the participants enjoyed fun-filled fitness training sessions, joining the AIA Vitality Challenge, Zumba, Cardio Jam and K-Kardio workouts. To complement the workouts, a show on healthy living and a market centred on promoting wellness at the festival offered workshops and cooking demos, with nutritional experts sharing knowledge on how to maintain a healthy lifestyle.

To promote social harmony and family bonding, we staged our first-ever 'AIA Family Fest' in Singapore, a fun-filled event, with activities ranging from art jamming and open cinema to gardening and farming, and football training. As many as 3,000 young families were drawn to the event, providing a great opportunity to spend time together to unwind, relax and reflect on the importance of a healthy family lifestyle.

TAIWAN

In Taiwan, through our Angel Heart Family Social Welfare Foundation, we help families and carers of children with physical or mental disabilities. We provided free childcare to the families to allow the parents or carers to attend support workshops to help them gain new understanding to improve their children's welfare and everyday lives.

Angel Heart Family Social Welfare Foundation



THAILAND

In August 2018, a storm caused heavy rains in the upper northern region, which caused the main Nan river in Thailand to burst its banks and flood large parts of seven districts. In response, we supported the recovery of the local community in Nan by delivering some 300 survival kits and bottled water to

help the flood victims. Our volunteers visited the affected areas as they presented the donations to the community, showing our care and support for them.

Our 'AIA Operation Smile' project helped raise funds and offer support to the Princess Sirindhorn Craniofacial Center in Thailand—a hospital dedicated to patients suffering from facial deformities and other physical abnormalities. This longstanding 13-year project has helped over 2,400 patients.

SUPPORTING
AND
EMPOWERING
FAMILIES AND
COMMUNITIES

OUR 'AIA OPERATION SMILE'
PROJECT HAS HELPED OVER

2,400
patients
OVER 13 YEARS



PHILIPPINES



In the Philippines, we were quick to support families affected by natural disasters. For example, in September, volunteers from Metro Manila helped package relief items, together with the DSWD's National Resources Operations Center. To support the relief work done there, employees from

the Philam Group collected food items, such as coffee and canned goods, to help people affected by Typhoon Omphong. In September, volunteers from Cebu initiated relief operations for people affected by the landslide in Naga, Cebu, to help them rebuild their lives.

SRI LANKA

During the annual Posen season in June, approximately one million people embark on a pilgrimage to the sacred city of Anuradhapura, in Sri Lanka. To support the local community and its tourism trade, we have worked on a unique safety campaign in the district for a decade. Facilitated by AIA, dangerous bathing spots are patrolled by life-saving crews from the

Life Saving Association of Sri Lanka, the Sri Lankan Police and the Sri Lankan Navy. As a result, there have been no deaths during the Posen season. This is our longest lasting Corporate Social Responsibility project, having commenced in 1993, and is estimated to have helped save at least 200 lives.



Life Saving Association

SUPPORTING
AND
EMPOWERING
FAMILIES AND
COMMUNITIES

EDUCATIONAL SUPPORT FOR A BRIGHTER FUTURE

Children are our future. AIA continues to work with an array of partners and launch new initiatives to encourage young people to lead a healthy lifestyle and pursue higher education. We also empower high achievers by supporting their studies and career development.



EDUCATIONAL
SUPPORT FOR
A BRIGHTER
FUTURE





AIA Foundation Young Leadership Development Programme

HONG KONG

One of the highlights of our education campaigns is training young leaders. From November 2017 to April 2018, the AIA Foundation Young Leadership Development Programme helped 14 outstanding university students in Hong Kong to develop leadership skills and equip themselves to become

socially responsible leaders of tomorrow. This six-month programme, now in its 22nd year, represents AIA's long commitment to youth leadership education. Over the years, more than 470 university students in Hong Kong have been trained in this programme.

SRI LANKA

AIA seeks to improve the overall sense of wellness of students. In Sri Lanka, 61 children benefited from our Foster Parenting initiative, which provides financial support to underprivileged youngsters in the country. AIA Sri Lanka employees volunteered to support the children through salary donations for a period of one year from October 2017 to September 2018.

As part of its commitment to giving back to the community, AIA plans to construct a brand new building for a school in the Central province of the country. This will be the 5th school building project under AIA's 'Lend a Hand' initiative, which is intended to support education and improve the lives of less-privileged children.

We have partnered with Wayamba University in Sri Lanka, and present a scholarship every year to the most outstanding final year student in the Insurance and Valuation Department.

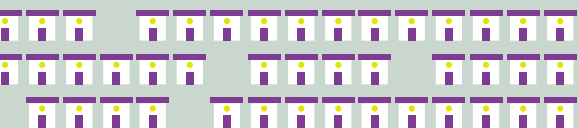
EDUCATIONAL
SUPPORT FOR
A BRIGHTER
FUTURE



183

classrooms

BUILT IN FIVE YEARS



PHILIPPINES

In the Philippines, Philam Paaralan is one of the flagship programmes of Philam Foundation. It builds classrooms in the country's disaster-stricken, underserved or unserved areas. During Philam Life's 65th Anniversary, our first commitment was to build 65 classrooms in five years, but we doubled it, building 130 classrooms in five years thanks to the support

of local and international partner organisations. To date, we have on-going Philam Paaralan sites in 14 provinces in the country, including Marawi City and Butig, in Lanao del Sur, where the Marawi Siege took place, affecting thousands of Filipino families. As at the end of 2018, we had built 183 classrooms all over the Philippines.

THAILAND

AIA attaches great importance to providing facilities to improve learning outcomes. In Thailand, the 36th AIA School Library was built in Ranong to promote education and foster good reading habits in children.

On 5 February 2018, AIA Thailand, in collaboration with the LICA Foundation, handed over AIA+LICA School Building No. 2 and a healthy farm to Thutiyapoanusorn Border Patrol Police School in Mae Ai District, Chiang Mai. Earlier, LICA School Building 1 at the Baan Khiri Lom Border Patrol Police Learning Center in Bang Saphan Noi District, Prachuap Khiri Khan, was constructed for the border patrol police schools.

On 1 August 2018, AIA Thailand presided over the ground-breaking ceremony for the construction of "AIA Thailand School" in Khemmarat District, Ubon Ratchathani. This continues the Company's commitment to provide educational opportunities for students living in remote areas.

On 20 July 2018, AIA Thailand presented scholarships to 20 students in Pitakkiatwittaya School, Wiangpapao District, Chiangrai Province.

For the third year, AIA Thailand provided scholarships to students in Pitakkiatwittaya School to help relieve the financial burden on their parents. The youngsters are supported until high school graduation, as long as they continue their studies. The scholarship scheme reflects our determination to do our best to contribute to society and to provide educational opportunities for underprivileged Thai youth.

EDUCATIONAL
SUPPORT FOR
A BRIGHTER
FUTURE

The LICA Foundation



4,888 people

BENEFITED
FROM A WIDE RANGE
OF DIGITAL SERVICES



INDIA

In India, with a population of over 1 billion, demand for education is paramount. AIA continues to enhance tribal communities' access to quality education by supporting the work of the country's Community Information Resource Centres (CIRC). From 2015 to 2018, 4,888 people benefited from a wide range of digital services, such as e-mitra, from a one-month Intel Easy Steps course and other training, and from internet use and photocopying facilities provided by the centres.

AIA helps meritorious students in the country pay for their studies. Every year a student is sponsored under the Affirmative Action programme of the Group for the student's entire college education. We also have scholarships designated for underprivileged female students attending higher education institutions in India.

In addition to the scholarship programmes, we support community groups in India in running schools and improving the learning experience. Our pledged

sponsorship of GBP50,000 helped the groups finance additional school infrastructure and procure teaching and learning resources, including computing facilities, benches, bookshelves and library books, and improve sports facilities and teaching training programmes.

VIETNAM

In 2018, AIA granted scholarships to 695 needy pupils at 35 events in 26 provinces. Our team provided school equipment to 450 schools in January 2018, and provided 500 lifesaver backpacks to students in various provinces that are prone to flooding, such as Hai Duong, Quang Binh, Dong Thap, Kein Giang.

In Vietnam, more than 200,000 children drop out of school each year, primarily because of the long distance they need to travel to and from school each day. Since 2014, AIA has raised

funds to provide bicycles for children through the Li'v Journey Programme to encourage them to continue their education. In 2018, the Programme saw AIA donate nearly 3,000 bicycles to individual children in 36 locations nationwide.

DONATED NEARLY
**3,000
bicycles**
TO INDIVIDUAL CHILDREN

EDUCATIONAL
SUPPORT FOR
A BRIGHTER
FUTURE

CORPORATE
SOCIAL
RESPONSIBILITY
REPORT 2018

AIA.COM