



**HELPING
PEOPLE
LIVE LONGER,
HEALTHIER,
BETTER LIVES**

AIA constantly strives to make a positive difference in people's lives through the provision of protection and long-term savings products. As we do so, we are pursuing a Corporate Social Responsibility (CSR) programme that further extends our reach into our local communities with the same intent: helping people to **live longer, healthier, better lives.**

In 2016, we continued to provide encouragement and resources in support of a diverse range of CSR initiatives in our markets across the Asia-Pacific region. We are proud of the work being done by our employees and agents as they give back to our communities and make a positive impact on the lives of our customers through providing critically important protection and savings support.

AT A GLANCE

100

MORE THAN
ACTIVITIES PER YEAR ACROSS ASIA-PACIFIC

REACHES

335,000

PEOPLE ACROSS THE REGION

MORE THAN

40,000

AIA AGENTS AND EMPLOYEES TAKE PART





ENCOURAGING PEOPLE TO ENGAGE IN HEALTHY ACTIVITIES

Regular exercise is a key contributor to healthy living and at AIA we encourage those in our local communities to take part in a wide range of physical activities.



A record number of runners from AIA's Group Office came together to run 553km between them in support of Operation Santa Claus.



The MiniRoos programme introduced boys and girls to football through short, game-based sessions.



In Malaysia, over 500 employees and agents took part in the 'AIA Great Warm Up' Zumba session.

In **Hong Kong**, AIA is the proud Principal Sponsor of the 'Oxfam Trailwalker.' This is one of Hong Kong's largest, most challenging and popular fund-raising sports events, supporting Oxfam's poverty alleviation and emergency relief projects. In 2016, AIA was the largest corporate participant, setting a record by having 29 teams participating in the event.

For the third year running, AIA's Group Operations team in **Hong Kong** organised its annual AIA 300 charity run under the umbrella of AIA's Healthy Living programme. Why 300? The objective is to run a collective total of 300 laps of the Happy Valley Race Course. Participants were encouraged to set their own targets for the run, and there were awards for the top male and female runners. A record number of runners across multiple Group Office functions came together to run 553km between them in support of Operation Santa Claus, a charity campaign that supports causes in Hong Kong and Mainland China.

AIA is Principal Partner and Global Sponsor of English Premier League football team Tottenham Hotspur (Spurs). Working with the club, we held an 'AIA Great Warm Up' programme across several of AIA's markets, celebrating the launch of the English Premier League 2015-16 season. In **Malaysia**, a Zumba session was held for over 500 employees and agents, who were also offered free health checks. In **Thailand**, 500 employees joined a spirited dance session, while in **China**, employees across the country created and participated in a special 'AIA Football Dance Routine.'

In **Australia**, AIA supported Football Federation Australia's MiniRoos programme – this is a nationwide partnership introducing boys and girls to football through short, game-based sessions focused on learning new skills, being active and making life-long friends. It provided a strong platform to raise awareness among children and parents about the importance of being active and healthy.

In 2016, AIA was the largest corporate participant in the Oxfam Trailwalker.





In the Philippines, AIA employees and their families took part in healthy activities at the Philam Group Family Fair.



The 'Walk the Talk Challenge' in Australia offered a great opportunity for AIA employees to keep fit and meet new colleagues.

Hong Kong Disneyland Run

Running can provide a significant ingredient to healthy living, but when the course takes place in a magical kingdom, the experience becomes an extraordinary one to be remembered. This was the case on 10-11 September when AIA Vitality sponsored the inaugural Hong Kong Disneyland 10K Weekend, the first-ever running event at the popular Hong Kong Disneyland. Approximately 9,000 participants of all ages joined the special event, soaking up the Disney magic as they ran various distances through the landscaped beauty of the Disney grounds, cheered on by characters such as Mickey and Minnie Mouse.

In the **Philippines**, more than 700 employees of the Philam Group and their families took part in the Philam Group Family Fair 2015. Under the theme 'Real Fit, Real Fun', the event served as the official launch of the Philam Vitality programme to employees, reflecting how being healthy can be fun and sustainable. The fair included activities for the whole family, and employees were given free Philam Vitality membership for one year, entitling them to exclusive discounts from Vitality partner merchants and more. In addition, a 'Healthy Baon' (home-made food) contest supported the drive to eat healthily and make a lifestyle change.

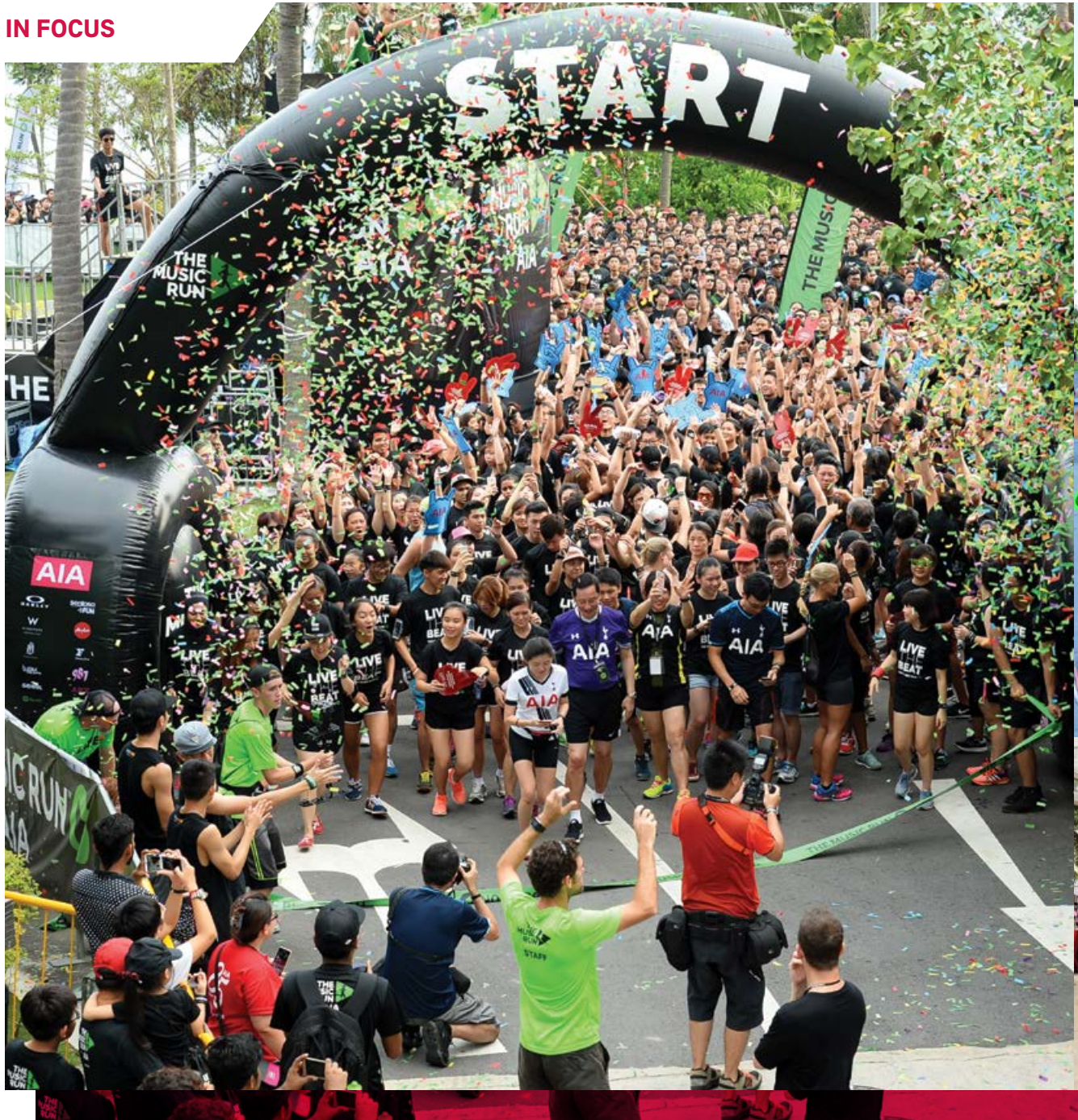
In **Australia**, AIA's senior executives took the lead in encouraging employees to stay healthy with a 'Walk the Talk Challenge' – a weekly walk and open forum to ask questions to AIA's leaders, get active and socialise.

In the **Philippines**, Philam Vitality held 'Vitality Walks with Philam Life CEO' along a scenic 3km route to encourage employees to walk their way to good health. Regular boot camp sessions and other fitness activities were also held.

'Hong Kong Disneyland 10K Weekend' gave participants an unforgettable running experience.

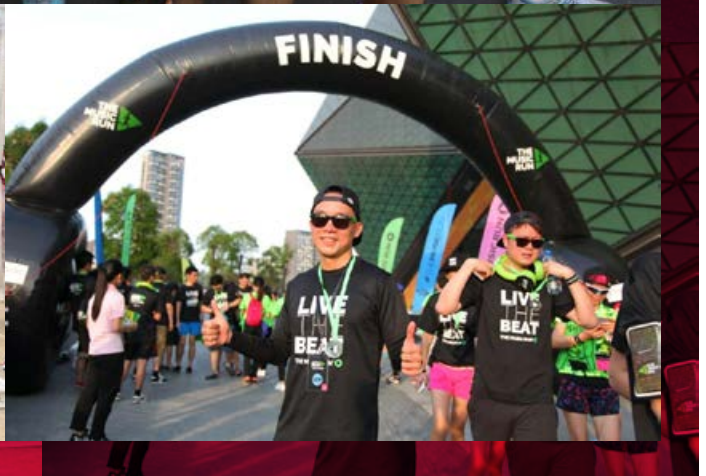


IN FOCUS



Since 2014, AIA's successful launch of The Music Run™ has brought close to 30,000 participants to the streets of **Malaysia** and **Thailand** to walk, run and dance for 5km, all to their favourite music. In 2016, this popular event returned to Malaysia and Thailand and was introduced for the first time to **China, Singapore** and the **Philippines**. Close to 50,000 Music Runners™ took part, with Kuala Lumpur drawing the largest turnout seen by The Music Run™ in Asia to date, earning it a place in The Malaysia Book of Records for the biggest fun run ever held in the country.

“ The Music Run™ by AIA is an engaging wellness and lifestyle brand that is accessible to people of all ages and fitness levels. It leverages music as a fun, universally-enjoyed vehicle to motivate the body and inspire participation: music enhances every running moment, running enhances vitality. With such a fun, simple and universal message, we are able to continuously evolve the concept so that it always remains contemporary and relevant, resulting in increased participant numbers every year. The Music Run™ by AIA is an established marquee event that is rated best in class, and with AIA's



continued support we look forward to engaging an ever-increasing audience in the benefits of healthy living using music as the gateway. ”

Ben Pember – Co-Founder and Chief Commercial Officer of Exceed Sports & Entertainment

“ The Music Run is a fun run for the whole family and this year my daughter joined us too as we clocked our little health victories. Running 5km sounded daunting to her initially, but the lively atmosphere at each zone kept her spirits up for the whole run and she’s even looking forward to the Music Run next year! ”

Susan Koh, The Music Run™ by AIA Singapore participant



ENABLING HEALTHY LIVING HABITS

We believe we have a tremendous opportunity to play an active role in improving the lives of those in our local communities by supporting initiatives that make safety more accessible.

In March 2016, we launched the 'Songkran Anti-Accident Campaign' in **Thailand**, donating helmets, offering free road-checks for motorcyclists and raising safety awareness through social media. The campaign followed the signing of a Memorandum of Understanding to promote road safety in collaboration with the Office of Insurance Commission, the Thai General Insurance Association and the Thai Life Assurance Association. In 2015, AIA Thailand donated 1,500 helmets to Thai children from 40 schools nationwide. Also in Thailand, AIA donated THB2,085,456 to the Kanchanabaramee Foundation, towards the provision of



a mobile mammography unit – helping breast cancer patients and providing screenings for underprivileged people who are most vulnerable to breast cancer.

In **Malaysia**, close to 800 members of public attended the 'BFM Health & Living Live 2016' to hear from 16 experts from the public and private sectors share their expertise and experiences on a journey towards a healthy life. Dr. Myralini from AIA Health Services Sdn. Bhd. joined the panel to discuss the management of cancer at the conference.

In **New Zealand**, employees organised a fundraiser for the New Zealand Breast Cancer Foundation with a Pink Ribbon Morning Tea.

In **Indonesia**, AIA held a Health Luncheon Talk for close to 250 female employees. The event, which was organised together with Love Pink Indonesia, a social movement community with a focus on breast cancer, covered early detection through learning symptoms, breast health and self-diagnosing.

ENABLING COMMUNITIES THROUGH FOOTBALL

AIA's association with football encompasses a living embodiment of the AIA brand promise – to help people lead longer, healthier, better lives.



In China, AIA held a series of 'Happy Sports Field' events at immigrant schools in Guangdong and Shenzhen.



The AIA Championship brought together teams of AIA employees, customers, agents and the general public to compete for the chance to play at Spurs' White Hart Lane in London.

Our aim is to be a leading and valued supporter of football development in Asia. At the core of our association with football is our long-term partnership with English Premier League club Tottenham Hotspur (Spurs). Working together, both AIA and Spurs are engaging with local communities in the region to convey the positive values of teamwork, discipline, and sportsmanship, to positively impact people's lives. To-date, we have activated over 250 football-related events across 15 AIA markets and engaged tens of thousands of people across the region.

In 2016, AIA launched the inaugural **AIA Championship** – a 5-a-side regional football competition to promote healthy living on a regional scale. AIA's markets across Asia-Pacific were given the opportunity to put forward teams of employees, customers, agents and business partners, to play in the Hong Kong Regional Play-Offs, a one-day tournament. The four semi-finalists from the play-offs were rewarded with a trip to London to play their final matches on the pitch at Spurs' home ground, White Hart Lane.

As part of AIA's efforts to support Korean youth football, AIA brought a team of young footballers from Hansol Elementary School in **Korea** to the Tottenham Hotspur Training Centre in London for one day of advanced football training by Spurs' youth academy coaches. The under-12 (U-12) contingent then represented Korea at the Danone Nation's Cup, the world's largest U-12 international football competition. Earlier in the year, AIA and the Spurs U-15 team donated footballs and football boots to underprivileged children in Yeongdeok-gun, Gyeongsangbuk-do.

To further support AIA's commitment to the development of football in the region, a number of programmes were developed to create learning and development pathways for aspiring young footballers, from the grassroots level through to the elite. In June 2016, AIA and the Oceania Football Confederation announced the launch of **'The Oceania Football Education Programme – powered by AIA'** in New Zealand to support aspiring young Asian and Pacific footballers. Through this AIA supported a scholarship programme which enabled 13 participants from around Asia Pacific to spend two terms in Auckland where they benefited from some of the best coaching and facilities available in the region. The scholarship provides funding to cover education – including English language training – coaching, accommodation and living costs of all 13 participants to attend One Tree Hill College while participating in the Oceania Football Academy.

Additional football development camps were also held at the Thanyapura Sports Complex in Phuket for talented young footballers from China and Thailand and these camps will continue and reach more broadly across the region.

AIA brought a team of young footballers from Hansol Elementary School in Korea to the Tottenham Hotspur Training Centre in London, for one day of advanced football training by Spurs' youth academy coaches.



Scan for further information



IN FOCUS



Spurs visited **Australia** for the second year in 2016 – running special youth clinics including one conducted with 30 children from the Special Olympics. Spurs players joined AIA employees, families and friends for a special ‘AIA Family Day’ at which over \$A10,000 was raised for the Royal Children’s Hospital – following which some of the players took the time to visit children at the local hospital.

“ The Club is committed to using the power of football and its position as a world-recognised brand to create life-changing opportunities within disadvantaged communities both at home and abroad. Our partnership with AIA aims to promote health and well-being across the Asia-Pacific region and has seen the Club support a wide range of CSR programmes including the AIA China Youth Football Development Programme, the Brickfields Community Programme in Malaysia, AIA Sharing a Life in Thailand, Operation Breakthrough in Hong Kong, the AIA-Vitality



MiniRoos in Australia and the Special Olympics across the continent. The Club through its Foundation has provided over 2.4 million opportunities for people in local communities and through its international outreach that focusses on offering the best sports, health, training and education programmes. "

Donna Cullen, Executive Director of Tottenham Hotspur

EMPOWERING EDUCATION... CONNECTING BODY AND MIND

The strong link between education and health is well established. Many of AIA's businesses have long-lasting partnerships and programmes through which they support the education of children and young adults.



Children were given the opportunity to visit an 'AIA Insurance Office' at KidZania, to role-play being an AIA Financial Services Consultant.



The student with the most outstanding academic performance in Wayamba University's Department of Insurance and Evaluation receives a six-month internship with AIA in Sri Lanka.



Since 2005, AIA has built libraries throughout Thailand to provide learning opportunities for students and the general public.

In **Singapore** and **Indonesia**, AIA invited over 145 school students to visit KidZania – an education and entertainment centre exclusively for children to role-play over 100 professions to spark their interest in exploring what they might become when they grow up. In **Indonesia**, AIA also took the opportunity to present to the students a collection of books donated by employees through the company's '1,000 Books for AIA Village' programme, launched in early 2016. In **Singapore**, AIA took this relationship one step further by partnering with KidZania to host an 'AIA Insurance Office' at the venue. This allowed children to play the role of an AIA Financial Services Consultant to learn the basics of insurance and the crucial role it plays throughout their lives.

Understanding that higher education has the power to bring about positive change in the lives of individuals throughout their life journey, AIA has presented scholarships to students in **Sri Lanka, Vietnam, Thailand** and **Indonesia**. In Sri Lanka, AIA presented AIA Higher Education Scholarships to every student who topped their batch in the Year 5 government examination – a practice that began back in 1994. Also in Sri Lanka, AIA continued its partnership with Wayamba University to present an annual scholarship and awarded a six-month internship with AIA to the student with the most outstanding academic performance in the institution's Department of Insurance and Evaluation.

In **Vietnam**, AIA continues to support its 'Real Life Journey' initiative. More than 200,000 children in the country drop out of school each year, primarily because of the long distances they need to travel to and from school each day. This initiative continued to raise much-needed funds for the acquisition of bikes through a series of 15 cycling events across Vietnam. In 2016 – the 16th anniversary of AIA's establishment in Vietnam – more than 1,000 bicycles were donated across 12 locations nationwide.

As part of our 'AIA School Libraries' project, AIA gave funds to establish libraries in schools across **Thailand**. In **Sri Lanka**, AIA donated a new building to Kakkadicholai Ramakrishnam Maha Vidyalayam School, to inspire academic excellence among children in previously war-torn areas in the North and East of the country.

In 2016 – the 16th anniversary of AIA's establishment in Vietnam – more than 1,000 bicycles were donated across 12 locations nationwide.



Scan for further information



IN FOCUS



Frequent torrential rains and high humidity in the **Philippines** result in damage to many public schools. AIA made possible the repainting of a maths building at one local school and, under AIA's Philam Paaralan Programme, a two-classroom building was donated to Taguig National High School. This programme has seen over 85 classrooms donated across the country since 2011.

In 2016, Philam Foundation continued its partnership with the Department of Education, building fully furnished classrooms for calamity-stricken schools – setting an example for rebuilding the nation.

After typhoons devastated the provinces of Nueva Ecija, Aurora, and Camarines Sur, Philam Life made sure that the students of Palayan City Central School, Setan Elementary School, and Severo High School had hope for a brighter future by building new classrooms in partnership with the Public Safety Savings and Loan Association, Inc, Philippine Veterans Affairs Office, Happy Hearts Fund and the Republic of the Philippines' Office of the Vice President.

The Philam Foundation has donated 121 classrooms since 2011, bringing the total number of public school students benefitting in the partnership to over 6,000.



“ Philam Paaralan started out when there was really a call by government to address the classroom shortage at that time. The way we try to participate is by way of focusing on calamity-hit areas, or those that are under-served. ”

Max Ventura, President, Philam Foundation

“ I believe God will make a way, because we were given a good opportunity to go to school and to be able to contribute to the development of our country. ”

Princess Camille Estrella, Grade 7 student of Severo High School in Camarines Sur

“ Corporate Social Responsibility and being part of nation building has always been a component of what we have done since the time that we were established, and this is something that we will continue to do. To continue to thrive and succeed is important to become relevant not only to our own industry but to the entire country. And that means being a good corporate citizen. ”

Aibee Cantos, CEO Philam Life

EMPOWERING COMMUNITIES

Building strong, harmonious and safe communities enables their environmental, economic and social development. AIA is committed to helping empower its local communities to thrive and create a better future for all.



AIA Group presented the Health Department of the Jakarta Government with two ambulance units.



AIA volunteers helped prepare meals for the homeless and elderly at a charitable year-end party in Taiwan.



Groups of AIA employees in Australia helped transform food otherwise destined for landfill into delicious meals for people in need.

In **Hong Kong**, AIA launched a 'Let's Work Together' campaign to encourage further diversity in the workplace and actively promote equal job opportunities for people with disabilities. To kick off the campaign, AIA partnered with a non-profit organisation known as Care-ER – a registered charity supporting highly-educated people with a disability to achieve their employment goals – to produce a series of videos highlighting the valuable contributions people with disabilities offer their employers. In addition, AIA's Pension & Trustee business in Hong Kong expanded efforts to better serve its customers with special needs through the development of a refreshed, barrier-free website and by providing customer service counters equipped with magnifying glasses and text-to-speech screen readers to assist the visually-impaired.

Over a million Poson pilgrims in **Sri Lanka** use the reservoirs in and around the sacred city of Anuradhapura for bathing every summer. AIA strengthened its long-running local Poson Safety Programme, by deploying more lifesavers to address the threat posed by bad weather. In 2016 – the programme's 23rd consecutive year – 600 lifeguards helped to save six lives and ensure zero deaths from drowning.

In **Indonesia**, AIA furthered its support to the local community during the Group's Board visit to Jakarta. Two ambulances were donated to Health Service Department of Jakarta, while Rp100 million was donated to the Indonesia Down Syndrome Society and life insurance was given to 240 Indonesia athletes in the Southeast Asian Games and ASEAN Games. All these initiatives are part of AIA's commitment to improving the economic and social development of Jakarta.

Colleagues at AIA in **Taiwan** volunteered their time to participate in an annual, charitable year-end party for the homeless and elderly people, held jointly by three foundations every year. The party provides these groups with a proper meal, symbolising the Chinese New Year tradition of a reunion meal with loved ones. The day started with the volunteers wearing special AIA T-shirts and engaging with more than 30,000 participants – an all-time high for the event. Throughout the day, employees showed their care and compassion as they encouraged guests to live longer, healthier and better lives in 2016.

In **Australia**, four million tonnes of food ends up in landfills each year, yet two million people still rely on food relief. To help make a difference to those who might otherwise go hungry, AIA forged a new community partnership with OzHarvest, a food rescue charity. OzHarvest collects quality excess food from commercial outlets, cooks it up into nutritious meals, and delivers it to 600 charities, providing much needed assistance across Australia. In 2016, groups of AIA employees in Sydney and Melbourne volunteered to transform food otherwise destined for landfill into hundreds of meals for those most in need.



In 2016 – The Posen Safety Programme's 23rd consecutive year – 600 lifeguards helped to save six lives and ensure zero deaths from drowning.



Scan for further information

IN FOCUS



AIA's 'Sharing a Life Day' in Thailand is becoming widely recognised as a tremendous success that demonstrates our commitment to the communities we serve. The 2016 event attracted 40,000 participants, 10,000 more than the total from 2015, who volunteered to perform various community service activities at four locations in Bangkok and six other areas across the country. Held on 18 September 2016, the volunteer work focused on improving landscapes and facilities in each locale, including the renovation of playgrounds, parks and school buildings. The projects also employed mobile medical units for health checks, and provided various types of sports equipment to communities' youths.

The AIA Sharing a Life Day also aims to help educate the Thai public on the subject of critical illnesses. Citizens were offered general health check-ups that included a blood sugar test, weighing, height and waist measuring. This created greater awareness of healthcare issues among the community, with the overriding goal of helping to nurture longer, healthier, better lives.

Also in 2016, AIA Thailand partnered with the Kanchanabaramee Foundation to provide free mammography services to high-risk women.



IN FOCUS



Several 'Champions' from AIA's Agency team spearheaded the activities across the country, including the renovation of a local school:

“ We donated 12 sets of computers to the school in order to enhance the students' learning experience. Staff and agents also joined hands to beautify the recreational area, laying new flooring, planting more trees and landscaping the gardens. All of us were overjoyed to get involved in AIA Sharing a Life Day, which allowed us to do something positive for others to help create a better society to live in. ”

AIA Director of Agency Panupong Chomwattana



“ The event received an enthusiastic response from AIA employees and representatives, who feel that their efforts have brought concrete results and long-term benefits to both the school and its surrounding community. The local people were also eager to join, as they received direct benefits from this social contribution event! ”

Pracha Srithawatphong, Director of Agency at AIA

“ We hope the renovated area will serve visitors well ... We received plenty of positive feedback from people including residents from surrounding communities that attended the

event. I felt that AIA employees and agents from across the country felt strongly about getting involved in the activities. We all shared a passion to give something back to society, which is the ultimate goal of AIA Sharing a Life Day. ”

Chalermkiat Sopath, Senior Agency Manager at AIA

“ All of us were very happy and proud to return a little happiness to society through this social contribution activity. ”

Thanakrit Vicheansamut, Division Head – D9 (Upper North)

PROTECTING OUR ENVIRONMENT

AIA is committed to managing and mitigating our environmental footprint. As a financial services provider this means reducing the energy we use, the paper we consume and the extent of our business travel.



Among several awards acknowledging AIA's efforts to reduce our environmental footprint, we won a 'Best Green Development Award' for the AIA Sathorn Tower in Thailand.



AIA's 'Save Energy, Save Earth' campaign at our Taiwan headquarters helped raise awareness of environmental protection among employees.

In **Thailand**, AIA Sathorn Tower receive 'The Best Green Development Award' at the Thailand Property Awards 2015, one of several successes on the night. This was followed later in the year by the 'Highly Commended Best Green Development (South East Asia)' award at the South East Asia Property Awards.

In **Hong Kong**, AIA's headquarters was awarded the 'Excellent Class Certificate (Whole Building)' by the Environmental Protection Department of the HKSAR Government – their highest rating. AIA also collected a Special Award for our participation in the Indoor Air Quality (IAQ) Certification Scheme for more than 10 years. AIA is the only insurance company to have received the Special Award.

In **Taiwan**, AIA kicked off its 'Save Energy, Save Earth' internal campaign to save energy. The campaign highlights how small changes can lead to significant environmental benefits. These include turning off the office lights while at lunch, increasing the air conditioning temperature and unplugging electronic devices when not in use. Employees also showed their support for the local environment with a nature walk and clean-up – picking up litter as they walked and leaving the route in pristine condition.

Our commitment to environmental protection can also be seen in the way we work across the region. For example, AIA's Interactive Point of Sale (iPoS) application, designed for use on the iPad, not only reduces the processing time of new policies but also reduces AIA's carbon footprint. The entire process, now used in the issuance of thousands of policies, is paperless.

Our commitment to protecting the environment also extends beyond the responsible management of our properties and resources. In 2016, as the world commemorated 'World Oceans Day', AIA employees in **Sri Lanka** joined the global celebration to make the planet a better place by cleaning up a popular local beach. Dozens of volunteers cleaned the strip of Calido Beach in Kalutara that runs between the river Kalu Ganga and the Indian Ocean. The area is known for its sensitive ecosystem, facing challenges such as natural erosion combined with a rapidly growing number of visitors causing pollution. The group enthusiastically collected stray debris to leave the stretch of sand in pristine condition. The project also helped to raise awareness of the importance of environmental preservation.

AIA employees in Sri Lanka joined the global celebration to make the planet a better place by cleaning up a popular local beach in an area known for its sensitive ecosystem.



