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Media Release

First AIA Healthy Living Index Reveals Widespread Health Dissatisfaction Across Asia Pacific

HONG KONG, 20 October 2011 – AIA Group Limited (1299.hk, “AIA” or “The Company”) today unveiled Healthy Living Indices for 15 markets based on a first-of-its-kind pan-regional survey examining the healthy living habits of over 10,000 adults across Asia Pacific and their hopes and concerns for a healthier way of life. The AIA Healthy Living Index was commissioned by AIA and conducted by TNS, a leading consumer research company.

The AIA Healthy Living Index, which surveyed males and females aged 18-65 years old from various income and education groups in 15 markets, is based on these adults’ satisfaction with their own health and the extent to which healthy habits form part of their routine. The survey revealed an average Healthy Living index of only 61 (with nine markets showing indices of less than 60) — well below the maximum of 100, indicating that there is much room for improvement in terms of Asia-Pacific adults’ satisfaction with their health.

More established markets (such as Hong Kong, Singapore, Korea, Australia and New Zealand) were in the “Know should do more” or “Not easily satisfied” categories, and showed moderate healthy habits and low health satisfaction. In contrast, adults in China, Vietnam, Macau and Brunei have more healthy habits and appear more satisfied with their own health. Those surveyed in Indonesia, India and in the Philippines were more satisfied with their health despite modest adoption of healthy habits. [See attachment]

Commenting on the survey, Mark Tucker, Group Chief Executive & President of AIA said, “As both an employer of more than 20,000 people across the region and as Asia’s leading insurer, helping people lead healthier lives is a natural concern to us. The results from the first AIA Healthy Living Index not only confirmed the importance of Healthy Living to people from all walks of life and all ages, but also provided valuable insight into the attitudes and behaviors of adults toward their own health.”

The survey revealed an average of 67% of adults feel their health is not as good as five years ago, a prevalent sentiment even among those under 30 years old. Other similarities across 15 markets include significant concerns about not getting enough sleep (34%), not exercising enough (33%), too much stress (30%), getting cancer (27%) and eating too much unhealthy food (23%).

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The top contributors to a healthier lifestyle seem to be “getting sufficient sleep”, “eating healthier foods” and “exercising regularly” – areas of shortfall for many. Many across region desire more sleep – craving, on average, an additional 1.3 hours, with adults in Singapore, Hong Kong, Thailand, India, Australia and New Zealand claiming to be the most sleep deprived.

Over half the adults (54%) across the region, including those under 30 years old, say they want to lose some weight. The desire to lose weight increases to 78% in the more established markets where there is also pervasive (89%) concern about obesity among the younger generation.

“According to our survey results, the Healthy Living report card for Asia Pacific is not good. Adults across the region are not very satisfied with their own health, feel they are sleep deprived, believe they do not exercise enough and want to lose weight. Despite universal awareness of the importance of Healthy Living and the things they can do to lead a healthier life, many adults across the region have not turned such awareness into action,” Mr. Tucker said.

“Interestingly, many adults across the region believe employers should do more to help them lead healthier lives. At AIA, we intend to use the insights from the survey as a catalyst to see what else we can do to mobilize our employees, our agents and indeed the rest of the community to help themselves and others around them lead healthier lives.” added Mr. Tucker.

Over the next four weeks, AIA’s operations across region will implement a wide range of Healthy Living activities, which includes:

- China: Exercise sessions for employees, community road shows to raise public awareness about Healthy Living and also the recruitment of volunteers to educate children in rural areas on nutrition.
- Hong Kong: Employees and agents will distribute healthy lunches for 1,200 underprivileged primary students with a nutritionist providing advice.
- Singapore: A Healthy Living Amazing Race of 300 to 500 employees and agents to raise awareness about Healthy Living and also to bring public attention to needy families who may not have resources to put their health first. The Race will include distribution of healthy food items for needy families.
- Malaysia: A 7 kilometers charity walk for various age groups to promote Healthy Living among employees, agents and their families, including booths for health checks and healthy foods.

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- Thailand: A Healthy Living Day of activities in a park to raise awareness among employees, agents and the general public. Activities will include physical check-ups, healthy cooking and stress management.
- Vietnam: Physical activities in a park led by trainers plus talks on nutrition as well as mental and spiritual well-being for employees, agents and families.
- Australia: A holistic Healthy Living Expo to raise awareness of Healthy Living with expert-led stands on a variety of topics including nutrition, fitness, and mental and spiritual well-being.
- India: Health checks for students with parents in attendance, and advice and information on Healthy Living.

The 15 markets surveyed were Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, India, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei.

For more information regarding Healthy Living Index, please click this link:

<http://www.aia.com/en/healthy-living/News/index.html>

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About the AIA Group

AIA Group Limited and its subsidiaries comprise the largest independent publicly listed pan-Asian life insurance group in the world. It has wholly-owned main operating subsidiaries or branches in 14 markets in Asia Pacific – Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei – and a 26 per cent joint venture shareholding in India.

The business that is now AIA was first established in Shanghai over 90 years ago. 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\$115,782 million as of 31 May 2011.

AIA meets the savings and protection needs of individuals by offering a comprehensive suite of products and services including retirement planning, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group schemes.

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AIA 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) being traded on the OTC market (ticker symbol: “AAGIY”).

About TNS

With 15,000 employees, TNS is the world’s largest custom research agency spanning 80 countries, providing consumer insights to many of the world’s leading companies.

In 2010, TNS Hong Kong has conducted over 750,000 interviews in 2010 covering both consumer and B2B respondents.

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