



AIA Group Limited

35/F AIA Central
1 Connaught Road Central
Hong Kong
T: (852) 2832 1800
F: (852) 2572 4695

AIA.COM

Media Release

AIA Group Announces Findings of Asia's First Healthy Living Index Survey Landmark survey shows Hong Kong adults are less happy with their health than their Macau counterparts

HONG KONG, 5 September 2011 – AIA Group (AIA) today announced the first set of findings from its Healthy Living Index Survey, the only pan-Asian survey of how more than 10,000 people across 15 Asia Pacific markets feel about their health and the extent of their healthy living habits, as well as their concerns and hopes for a healthier way of life.

Commissioned by AIA and conducted by TNS, a leading consumer research company, the Healthy Living Index survey revealed that Hong Kong adults are not very satisfied with their health, giving them an average ranking of only 6.2 out of 10. This is despite widespread acknowledgement (98%) in the city of the importance of healthy living. Hong Kong adults had the following health concerns:

- Not getting enough sleep: want 8.3 hours but get only 6.6 hours
- Not doing enough exercise: 52% do not exercise regularly and 52% for one hour or less a week
- 70% want to lose some weight
- Pervasive concerns about obesity among younger people (90%) and about food safety (81%)

Macau adults on the other hand tend to feel better about themselves than their Hong Kong counterparts: they are a little more satisfied with their health (6.6 out of 10); have less sleep deprivation (only 0.5 hours vs 1.7 hours); fewer do not exercise regularly (39% vs 52% in Hong Kong); and fewer say they want to lose weight (52% vs 70% in Hong Kong). While concerns about 'obesity among younger people' and 'food safety' are not as strong in Macau as they are in Hong Kong, they are still fairly pervasive at 74% and 77%, respectively. On the other hand, mentions of 'smoking too much' or 'drinking too much' while negligible in Hong Kong are cited as concerns by 20% - 30% of adults in Macau.

Gordon Watson, Regional Managing Director for AIA's operations in Hong Kong, Macau, Korea, the Philippines and Taiwan said: "Hong Kong is our home base so it is the lead market for our Healthy Living Index Survey results. We are glad the survey confirmed the importance of good health and healthy living, with 98% agreeing that it is important to live a healthy life. In

Hong Kong, the key drivers of healthy living are 'happy frame of mind', 'having sufficient sleep', 'eat healthier foods', 'exercise regularly' and 'know how to reduce stress'. In spite of geographic proximity and sharing a predominantly Cantonese population, it is interesting to see the differences between Hong Kong adults and their Macau counterparts regarding health related issues.”

The survey's analysis of the gap between what Hong Kong adults view as the key drivers of healthy living and how they rate themselves in relation to each driver revealed the most significant shortfalls in the areas of 'having sufficient sleep' (-47 percentage points/ pps); 'exercising regularly' (-39pps) and 'happy frame of mind' (-39pps). Across the board, the gaps are much smaller among Macau adults.

In addition to a pervasive concern among Hong Kong adults about “obesity among young people’ (89%), the survey also highlighted a worrying trend among adults under 30 also wanting to lose weight. The 2010 Behavioural Risk Factor Survey¹ commissioned by the Department of Health (DOH) revealed 40.4% of adults aged 18-64 were overweight or obese, while the DOH's Student Health Service² reported that 22.2% of primary school students were overweight or obese in the 2008/2009 school year; an increase of nearly 6% from the 1997/1998 school year. With 'physical inactivity' and 'overweight and obesity' as the fifth and sixth leading causes, respectively, of the World Health Organisation's list of leading global risks for mortality³, staying in good shape is critical for a long and healthy life.

Mr. Jacky Chan, CEO of AIA Hong Kong and Macau said: “Healthy Living is important to AIA as both an employer and as one of Hong Kong's leading insurer. Health is an issue that has relevance for people of all ages and all walks of life. However, as our survey shows, there is much room for improvement regarding the health of Hong Kong people. Despite having a strong understanding of the benefits of being healthy and fit, Hong Kong adults seem to lack motivation of how to turn such understanding into action and lead a healthier life. Significant changes to one's lifestyle may be difficult for most people. We will work with various experts to identify simple things that the people in our community, including our employees, can easily incorporate into their daily lives to stay fit and healthy. Every action helps – it all adds up to help people keep fit and be in better health.”

¹ Source: Behavioural Risk Factor Survey (April 2010) conducted by the University of Hong Kong Social Sciences Research Centre.

² Source: Action Plan to Promote Healthy Diet and Physical Activity Participation in Hong Kong.

³ Source: Global Health Risks: Mortality and burden of disease attributable to selected major risks, World Health Organisation 2009.

The groundbreaking Healthy Living Index Survey, which surveyed the mass population (males and females aged 18-65 years old from various income and education groups), provides valuable breadth and depth of data. For example, this is the first survey to provide key statistics regarding satisfaction with respondents' own health, their weight, sleep deficit and how often they exercise as well as other health concerns. The 15 markets surveyed included Australia, Brunei, China, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, Thailand and Vietnam. The indices for Hong Kong, Macau and the other 13 markets will be released next month after completing all the analyses.

For more information regarding Healthy Living Index findings for HK and Macau, please click this link: <http://www.aia.com/en/healthy-living/News/>

"AIA Hong Kong and Macau" refers to American International Assurance Company (Bermuda) Limited (Incorporated in Bermuda with limited liability).

"AIA Group" refers to AIA Group Limited and its subsidiaries.

- end -

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% 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 has 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 more than 230,000 agents and approximately 20,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group schemes.

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 AIA Hong Kong

American International Assurance Company (Bermuda) Limited (AIA) is a member of the AIA Group. The AIA Group established its operations in Hong Kong in 1931. AIA has the largest agency force in Hong Kong and Macau.* AIA is a leader in developing innovative insurance products that meet customers' needs at every stage of their lives and offers products ranging from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with over 100 investment options.

* As of November 30, 2010

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. Our global network spans 80 countries, employing a total of 15,000 people across the world.

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

###

Media contact

Paul Scanlon	+852 2832 6178
Sonia Tsang	+852 2832 1868