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## Media Release

### **AIA Group Enters 5 Year Major Partnership with Tottenham Hotspur Football Club**

*New long-term partnership reflects shared commitment of AIA and Spurs to promoting the role of sport in Asia-Pacific as a key element of healthy living*

**HONG KONG, 13 February 2014** – Following the success of AIA's Cup Shirt partnership with English Premier League football club Tottenham Hotspur ("Spurs") in the 2013/14 season, AIA Group announced today it has entered into a new long-term partnership with Spurs. Under the agreement, the AIA brand will feature on the shirts of Spurs players in all competitions until the end of the 2018/2019 season.

The new partnership was celebrated at a signing ceremony in Hong Kong attended by Mark Tucker, AIA Group Chief Executive and President, and Tottenham Hotspur Chairman, Daniel Levy.

Mark Tucker said, "English Premier League football has tremendous appeal in Asia and following the success of our Cup Shirt sponsorship of Spurs this season, we are now delighted to be entering this new partnership with the Club. They have a massive fan base in Asia and we look forward to helping them further expand their presence here, as we continue to grow our franchise and communicate the strength, breadth and depth of the AIA brand to consumers in our 17 markets around the Asia-Pacific region."

Daniel Levy, Tottenham Hotspur Chairman, said, "We have enjoyed an excellent relationship with AIA since they became our Cup Shirt Partners at the beginning of this season. Together we share long-term ambitions across Asia, a region where the Club has seen significant growth in recent years, and this extended partnership with AIA, one of the leading companies in the Asia-Pacific region and a clear market leader in their industry, will further help to support our objectives and engage with our supporters across the region. We are delighted that AIA has committed to the Club for a further five years and look forward to developing our partnership further."

AIA's support of Spurs reinforces AIA's brand position as The Real Life Company, which encapsulates the Company's longstanding commitment to be deeply engaged in people's lives. Recognising the vital role that active participation in sport plays in promoting a healthy lifestyle and the special motivation top calibre professional sportsmen can provide as role models, AIA and Spurs also announced today that a series of Junior Training Programmes would be undertaken this year in selected AIA markets around the region, at which Spurs coaches will work with underprivileged children to further develop their interest and participation in football. Football also teaches young people the value of teamwork and as such, it has a positive impact that extends well beyond the playing field.

In addition Spurs are committed to bringing the first team on a number of Asian tours over the period of the agreement.

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Tottenham Hotspur is one of the top-ranked teams in the English Premier League and has a following of over 180 million supporters globally, with 80 million of those fans residing in Asia. Spurs is one of only three clubs to have won the FA Cup eight times or more and to have won the Capital One English League Cup four times. They were the first British club to win a European trophy after winning the European Cup Winners' Cup, and they have also won the Europa League, when it was known as the UEFA Cup, on two occasions.

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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 operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

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\$147 billion as of 31 May 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, 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 more than 27 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited 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) traded on the over-the-counter market (ticker symbol: "AAGIY").

### **About Tottenham Hotspur**

Founded in 1882, Tottenham Hotspur Football Club has a tradition of playing an entertaining and attacking style of football. The team has achieved four consecutive top five Premier League finishes and has a multi-national squad of players.

Tottenham Hotspur also has:

- A global following in excess of 180 million, with strong supporter bases across the UK, the USA, China, Asia and Southern Africa.
- Commercial partnerships with globally-recognised brands including HP, US sportswear giants Under Armour and EA Sports.
- A newly-built state-of-the-art training centre with advanced plans for a new world class stadium development that will sit at the heart of a major regeneration for North London
- An award winning Foundation that has created nearly 2 million opportunities to help enhance the lives of people in its local community through education, employment, health and social inclusion programmes.

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