



## AIA and OFC Launch Oceania Football Education Programme

**HONG KONG, 16 June 2016** – The Oceania Football Confederation (OFC) and AIA are proud to announce the launch of a new pilot initiative ‘The Oceania Football Education Programme – powered by AIA’ in Auckland, New Zealand to support aspiring young Asian and Pacific footballers.

The partnership sees AIA, the largest independent publically-listed pan-Asian life insurance group, supporting a scholarship programme which enables 13 participants from around Asia Pacific to spend two terms in Auckland where they will benefit from some of the best coaching and facilities available in the region.

AIA is committed to supporting football across Asia Pacific and its partnership with English Premier League club Tottenham Hotspur FC demonstrates the role participation in sport plays in promoting a healthy lifestyle.

Mark Saunders, Group Chief Strategy and Marketing Officer for AIA said, “Life insurance has a powerful role in making a positive difference in people’s lives. AIA’s mission is to contribute to the wellbeing of people in every community and to help them live longer, healthier, better lives. Our support of the Oceania Football Education Programme reflects the value we see in sports participation helping to develop key life skills and promote active, healthy lifestyles.”

David Savidan, Head of Marketing and Communications for AIA New Zealand added, “AIA New Zealand is proud that Auckland will host these aspiring young footballers and wish them all the very best for their time here. It is fitting that this sponsorship marks the first step in AIA New Zealand’s support for youth football in New Zealand.”

David Chung, OFC President, said, “Having a partner on board to help support this programme in its early stages is crucial to the project’s success.”

“AIA has proposed the AIA Personal Performance Plan (AIA PPP) in which measurable changes can be targeted for each individual. This is vital as we need to take education and personal development as seriously as football. We are shaping young minds as well as footballers.”

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.

This release is available at [www.oceaniafootball.com](http://www.oceaniafootball.com)

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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 a presence in 18 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 49 per cent joint venture in India and a representative office in Myanmar and Cambodia.

The business that is now AIA was first established in Shanghai almost a century 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\$168 billion as of 30 November 2015.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 29 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 OFC**

The Oceania Football Confederation is charged with the task of servicing and administrating football in the Oceania region. It comprises 11 Member Associations which offer football development programmes ranging from an introduction to football through to the elite game.

The confederation is led by OFC President David Chung who was elected to office in 2011. His vision is to raise the overall standard of football in Oceania and utilize the power and passion for the game to help promote education, community development, capacity building, health awareness, cultural exchange and economic development within the football community. In addition to football development through educational courses for coaches, referees and administrators, the OFC also organises regional football competitions from the prestigious OFC Nations Cup to Oceania’s premier club competition, the OFC Champions League.

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