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Media Release

AIA Appoints David Beckham as its Global Ambassador

AIA teams up with David Beckham to help people live longer, healthier, better lives

HONG KONG, 23 March 2017 – AIA Group Limited (“AIA” or the “Company”; stock code: 1299), the largest independent publicly listed pan-Asian life insurance group, announced today the signing of a multi-year agreement with David Beckham, under which he will become the Company’s Global Ambassador. In this newly created role Mr Beckham will support AIA in its goal of helping people in the Asia-Pacific region live longer, healthier, better lives.

Mark Tucker, AIA’s Group Chief Executive & President, said, “We are delighted to welcome David as AIA’s Global Ambassador. David is an incredibly successful global sporting icon, a committed family man and is hugely respected for his longstanding community and charity work; most notably as a UNICEF Goodwill Ambassador over the past 12 years.”

Ng Keng Hooi, AIA’s Group Chief Executive & President Designate, said, “David is a natural fit with AIA as we pursue our Purpose to play a leadership role in the social and economic development of the communities we serve and in doing so, helping millions of people across the Asia-Pacific region to live longer, healthier, better lives.”

David Beckham, said, “Joining the AIA family was an easy decision for me. I am a passionate believer in the value of wellness and maintaining a healthy lifestyle and I share AIA’s commitment to encourage people to take charge of their health.

“Throughout my career in elite sport, and in my role as a parent, I have always tried to be the best I can be by training hard and setting a positive example to those around me. I am looking forward to working closely with AIA and supporting the Company’s efforts to improve the quality of people’s lives across the Asia-Pacific region.”

As Global Ambassador Mr. Beckham will be present at a number of AIA’s most important community and business activities to personify and demonstrate the benefits and the importance of maintaining a healthy lifestyle. These will include events for our customers, agents, partners and employees.

The new role has been created following the launch of AIA Vitality, Asia’s first and only comprehensive science-backed wellness platform. It provides members with the knowledge, tools and motivation to help them make achievable steps to meet health goals and bring about long-term positive behavioural change regarding dedication to maintaining a healthier lifestyle.

AIA Vitality members are encouraged and incentivised to actively engage in health and wellness initiatives and activities by offering them enhanced benefits, including premium discounts, on their insurance policies and other exciting and valuable rewards from a wide variety of third party providers.

Learn more about AIA Vitality at <http://www.aia.com/en/about-aia/aia-vitality.html>

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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, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

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\$185 billion as of 30 November 2016.

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 30 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 David Beckham

One of the World’s most recognised personalities, David Robert Joseph Beckham, OBE is an English former professional footballer married to Victoria Beckham with 4 children.

Beckham played for Manchester United, Preston North End, Real Madrid, A C Milan, LA Galaxy, Paris Saint-Germain, and the England national team. He is the first English player to have won league titles in four countries: England, Spain, the United States and France.

Beckham finished second in FIFA World Player of the Year in 1999 and 2001. Beckham’s international football career with England started at the age of 21, going on to captain the national side for six years. He made a record 115 career appearances in total. He announced his retirement in May 2013 after a 20-year career.

In 2005 David became a UNICEF Goodwill Ambassador and has played a crucial role in helping UNICEF, the United Nations Children’s Fund, promote and protect the rights of the world’s most vulnerable children. To mark his 10th year as a UNICEF Goodwill Ambassador in 2015, David launched the ground-breaking initiative ‘7: The David Beckham UNICEF Fund’, working to protect millions of children around the world from danger. ‘7’ is David’s personal commitment over the next decade to helping the world’s most vulnerable children.

Since retirement from professional football, Beckham has continued as a successful entrepreneur, working strategically and creatively with many of the world’s top companies including AIA, adidas, Marina Bay Sands, H&M, Diageo and Sky. Beckham recently signed a long term multi-million partnership with Hong Kong based, Global Brands Group to create a new venture, 7 Global.

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