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Media Release

AIA Launches New Brand Promise: Healthier, Longer, Better Lives

HONG KONG, 24 September 2018 – AIA Group Limited (“AIA”; or the “Company”; stock code: 1299) today officially launched its new brand promise, Healthier, Longer, Better Lives. To celebrate the launch, AIA is conducting “Healthier, Longer, Better Lives Week” in Hong Kong, which encompasses a wide range of free health and wellness initiatives for the general public.

Healthier, Longer, Better Lives Week was kicked off today by AIA’s Global Ambassador, David Beckham, who visited AIA Vitality Park by the Central harbour front. Beckham also spent time with 33 children from Baptist Rainbow Primary School, invited by the AIA Foundation, celebrating the Mid-Autumn Festival by creating lanterns that convey how the children think about healthier, longer, better lives.

Healthier, Longer, Better Lives Week at AIA Vitality Park will also feature daily healthy cooking demonstrations by AIA’s partner, Celebrity Chef Jeremy Pang, founder of School of Wok. It will also see a football clinic hosted by professional coaches from Tottenham Hotspur Football Club.

Stuart A. Spencer, AIA Group Chief Marketing Officer said, “Healthier, Longer, Better Lives is a single, powerful brand promise that is an accurate and up-to-date reflection of what AIA stands for – and what we do as a company. Asia is getting wealthier but it is not getting healthier given the rapid and prevalent rise of lifestyle-related diseases across our region. At AIA, through propositions like AIA Vitality, we are committed to helping address this disturbing trend by playing a proactive and positive role in the lives of our customers.”

David Beckham said, “I am proud to play a role in supporting AIA to bring its new brand promise to life. I really believe in the need for people to take small steps to make healthier decisions and take better care of themselves. I am looking forward to supporting AIA to spread this message as they help millions of people across Asia to live healthier, longer, better lives.”

Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “David Beckham’s phenomenal appeal has no doubt heightened public awareness towards healthy living. AIA recognises the importance of engaging the community in turning this awareness into healthy life choices and this is why we are extremely excited to bring our brand promise of healthier, longer and better lives in the most tangible way through this week-long HealthFest by AIA.”

The three core elements of AIA’s new brand promise underline the Group’s commitment to not only protect lives but also to make them better every single day:

- **Healthier:** Because when you’re healthier, you get more out of life. You can do more. Experience more. And live more.
- **Longer:** Because when you’re healthy, you get more time to enjoy an active and meaningful life.
- **Better:** Because it’s not just about staying alive, it’s about quality of life. About living well. Living life to the fullest.

Extending the #WhatsYourWhy Campaign

In 2017, AIA launched the #WhatsYourWhy campaign with David Beckham, in which members of the public were asked to share their motivation for living a healthier life. There have subsequently been more than 44 million views of the accompanying film.

Using the insight that children are a powerful motivating force for people across our region to live healthier lives, the campaign has now been extended via a new short film. The film captures kids airing their concerns and questions to David Beckham about the healthy living habits of their parents. It encourages people to consider how little changes can make a big difference to improve health and wellbeing. It can be viewed at www.aia.com/whatsyourwhy.

Healthier, Longer, Better Lives will underpin all of AIA's marketing activities going forward, in close alignment to AIA Vitality, a transformational initiative that is allowing AIA to engage with customers to encourage and empower them to make significant improvements in their health and reward them for doing so. More information about AIA Vitality can be found at 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 in 1919. 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\$221 billion as of 30 June 2018.

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 32 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").

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