

AIA HYROX HONG_KONG

AIA Hong Kong and HYROX Hong Kong announce strategic partnership to inspire healthy lifestyles

*AIA Hong Kong becomes Official Title Partner of AIA HYROX Hong Kong 2027
Empowering more people to embrace active living and build healthier habits across Hong Kong*

Hong Kong, 16 July 2026 — AIA Hong Kong and HYROX Hong Kong today jointly announced a strategic partnership under which AIA Hong Kong will become the Official Title Partner of AIA HYROX Hong Kong 2027, a key event in one of the world's fastest-growing fitness movements. The partnership combines HYROX's accessible fitness race format with AIA's purpose of helping people live Healthier, Longer, Better Lives. Together, the two organisations aim to inspire more people across Hong Kong to embrace healthy lifestyles, build healthier habits and take the first step towards improving their wellbeing. AIA HYROX Hong Kong 2027 will take place from 7 to 10 January 2027 at AsiaWorld-Expo.

HYROX is a global fitness race that combines running and functional workout stations in a standardised race format designed to be accessible to people from all walks of life, including adaptive athletes. Often described as the "World Series of Fitness Racing", HYROX enables participants to benchmark their performance against global standards while pursuing personal fitness goals. The format has attracted a growing international community, with nearly 900,000 race finishers across 80+ events worldwide in 2025 alone, demonstrating increasing demand for inclusive, goal-oriented fitness experiences.

By partnering with HYROX Hong Kong, AIA Hong Kong aims to create more opportunities for people to stay active, challenge themselves and discover what healthy living means to them. Together, AIA Hong Kong and HYROX Hong Kong share a belief that small, consistent actions can lead to meaningful progress over time. Through training, participation and shared experiences, people can build confidence, discover what they are capable of and develop lasting habits that support their long-term physical and mental wellbeing.

Melissa Wong, Chief Customer & Marketing Officer of AIA Hong Kong & Macau, said, "At AIA, we are committed to helping people live Healthier, Longer, Better Lives. As the Official Title Partner of AIA HYROX Hong Kong 2027, we look forward to working with HYROX to help more people experience a world-class fitness event, foster a stronger culture of health and wellness, and encourage broader participation in active living. Together, we hope to support healthier, more connected and resilient communities across Hong Kong."

Gary Wan, Managing Director of HYROX APAC, said, "Since our debut in 2022, Hong Kong has remained an integral event in the APAC calendar, welcoming nearly 20,000 people at our most recent race. As we look to elevate HYROX Hong Kong 2027, securing the right title partner for our January race was essential.

Having already partnered with AIA for HYROX Singapore races, we understand their shared commitment to improving health and wellbeing. This partnership is a natural fit and an opportunity to motivate individuals to live healthier lives."

As part of the partnership, AIA Hong Kong will launch a series of health and wellness initiatives to encourage greater participation in physical activity and healthy living, alongside engagement programmes that extend beyond race participants to involve families, friends and local communities.

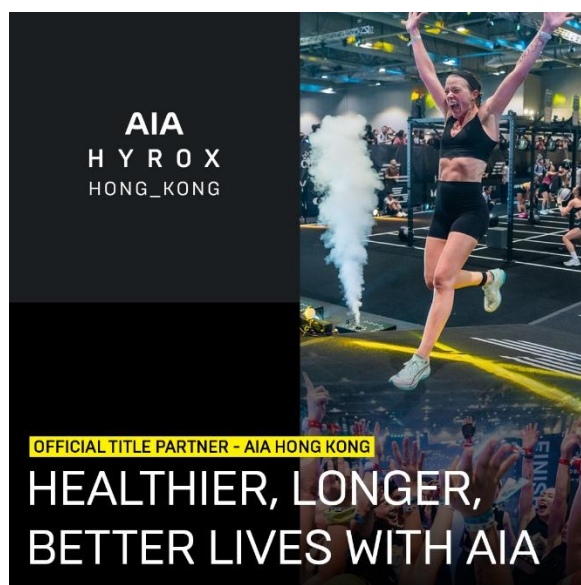
Designed with inclusivity at its core, HYROX features race categories for individuals and teams, making participation accessible across a wide range of fitness levels.

Details of AIA HYROX Hong Kong 2027:

Official Title Partner:	AIA Hong Kong
Date:	7-10 January 2027 (Thursday – Sunday)
Venue:	AsiaWorld-Expo
Categories/divisions:	• HYROX Men's and Women's Open/Pro (Solo) • HYROX Men's, Women's, and Mixed Doubles/Doubles Pro (Pairs) • HYROX Men's, Women's, and Mixed Relay (Teams of 4)

Partnership Highlights:

- AIA Hong Kong becomes the Official Title Partner of AIA HYROX Hong Kong 2027
- Partnership promotes healthier lifestyles, active living and community wellbeing
- HYROX is one of the world's fastest-growing fitness movements, delivering a world-class fitness experience for participants of all fitness levels
- Partnership aims to empower more people to build confidence, embrace active lifestyles and develop healthier habits
- Community initiatives by AIA Hong Kong will help make fitness and wellbeing more accessible, inclusive and engaging across Hong Kong
- Partnership supports AIA's purpose of helping people live Healthier, Longer, Better Lives



AIA Hong Kong becomes the Official Title Partner of AIA HYROX Hong Kong 2027, which will take place from 7 to 10 January 2027 at AsiaWorld-Expo.

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About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have more than 19,000 financial planners^{*}, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.7 million customers[^], offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health,

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"Hong Kong" and "Macau" herein refer to "Hong Kong Special Administrative Region" and "Macao Special Administrative Region", respectively.

pension, personal lines insurance to investment-linked assurance schemes with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high-net-worth customers.

* As at 31 December 2025

^ Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2025)

About HYROX

HYROX is the global sport of hybrid racing and an ecosystem of events, training and coaching built around performance, participation and community. Combining 8 x 1 km runs with 8 functional workout stations, HYROX has created a standardised race format where professional athletes and everyday competitors compete in the same event. Founded in Germany in 2017, HYROX now hosts races across more than 30 countries worldwide, alongside a broader ecosystem that includes HYROX 365 training clubs and programming, HYROX YoungStars, ELITE 15 professional competition and HYROX.

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