



**AIA Hong Kong**

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**Media Release**

**AIA Hong Kong Demonstrates Corporate Citizenship in Greater China**  
***“Love Your Heart!” Fundraising Campaign to Promote Health Care***

Hong Kong, 3 February 2013 – AIA Hong Kong is fully committed to corporate citizenship by participating in local community services and caring for social development in the Greater China region. To encourage the public to live a healthier life, the Company has organised the “AIA Healthy-living - Let’s Go! Love Your Heart!” campaign to promote the importance of heart health care and to raise funds for the charity organisation Care for Your Heart. As well as being named “CSR Ambassador”, AIA Hong Kong also won “The Second Outstanding Corporate Social Responsibility (CSR) award, an accolade it has attained for two consecutive years. Organised by The Mirror Magazine, the honour recognises the Company’s achievements in CSR work and its contribution in promoting the sustainable development of the economy, society and environment in the Greater China region.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “AIA is deeply rooted in China and has a long history in Hong Kong. We are extremely mindful of the need for prosperity and well-being in the region. To follow our CSR mission, we have integrated our philanthropic spirit into different aspects of our business operations. We believe that CSR must be initiated from within an organisation. Beginning by caring for our sales representatives and employees, we mobilise them to reach out to the community from the bottom of their hearts. “AIA Healthy-living - Let’s Go! Love Your Heart!” is the first territory-wide community service programme organised by AIA Hong Kong. This campaign truly exemplifies our Company’s mission of acting as a whole in serving society. I am delighted that the AIA Voluntary Team is actively involved in a number of street fundraising activities to encourage our fellow citizens to be heart healthy and to help patients suffering from heart disease.”

AIA Hong Kong launched the “AIA Healthy-Living - Let’s Go! Love Your Heart!” campaign to promote better heart health awareness, given that heart disease is the number-two killer in Hon Kong. The AIA Voluntary Team, comprising sales representatives and staff, helps to raise public awareness for heart health care through simple health screening procedures. All of the proceeds raised during the campaign will be donated to the Care For Your Heart and will go towards the rehabilitation of heart disease patients. At the kick-off ceremony held on 2 February 2013, Mr. Jacky Chan was accompanied by the Company’s senior executives and Ms. Leung Yim Ching, Chairman of Care For Your Heart. Local celebrity Ms. Louisa So also joined to show her support. They all called on the public to lead a healthier lifestyle and stay heart healthy.

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The “AIA Healthy-living - Let’s Go! Love Your Heart!” campaign begins in December 2012 and runs through to mid-March. There will be a total of eight body screening and fundraising events. The upcoming five events will be held at Tseung Kwan O, Tsuen Wan, Mei Foo, Tuen Mun and Shatin. AIA Voluntary Team will conduct simple health checks for participants. A “Fortune Pocket” will be offered for each donation of HK\$10 or more which includes a heart-shaped step-meter, an apple of love and a 2013 Heart Guardian hints calendar.

Won by AIA Hong Kong for the second year in a row, “The Outstanding Corporate Social Responsibility (CSR) Award” is the first cross-straits CSR award programme. The event has enjoyed strong credibility and prestige in the Greater China region. The excellent performance of AIA Hong Kong across the stringent award selection criteria, which include shareholder interest, employee engagement, environmental protection, commitment to customers, community investment, and thought leadership was highly admired by the judging panel. The Company provides professional and best-in-class services to its customers, while pursuing corporate citizenship by participating in charity work, caring for the less-privileged, and promoting a greener world. By setting itself as a role model in CSR for corporations in the Greater China region, AIA Hong Kong is creating a win-win situation in the sustainable development of our community.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (third from right); Ms. Cheung Mei Yi, Head of Human Resources of AIA Hong Kong and Macau (fifth from right); are accompanied by Ms. Leung Yim Ching, Chairman of Care For Your Heart (second from right); celebrity Ms. Louisa So (fourth from right) and two representatives of AIA Voluntary Team at the launch of the “AIA Healthy-living - Let’s Go! Love Your Heart!” campaign.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (left) takes blood pressure readings for celebrity Ms Louisa So and calls on them to care for the health of their hearts and to stay healthy.



AIA Voluntary Team takes blood pressure readings for the public. A "Fortune Pocket" is offered for each donation of HK\$10 or more.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau celebrates with representatives of other winning corporations at the presentation ceremony of "The Second Outstanding Corporate Social Responsibility (CSR) Award".  
The prestigious event was officiated by The Hon. C Y Leung, Chief Executive of the HKSAR Region



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (middle) receives "The Second Outstanding Corporate Social Responsibility (CSR) Award".  
The award recognises the company's outstanding corporate social responsibility efforts as well as its work in promoting the sustainable development of economy, society and environment in the Greater China region.

### About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau is a member of AIA Group Limited. The AIA Group Limited established its operations in Hong Kong in 1931. We have the largest agency force in Hong Kong and Macau\*. We are the leader in developing innovative insurance products that meet customers' needs at every stage of their lives. We offer products ranging from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with over 100 investment options.

\* As of 30 November 2011

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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 16 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 92 per cent subsidiary in Sri Lanka and a 26 per cent joint-venture in India.

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\$119,494 million as of 31 May 2012.

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 24 million individual policies and over 10 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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