



AIA Hong Kong

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Media Release

AIA Hong Kong Supports the MSF Orienteering Competition for the 12th Consecutive Year With Record Highs in Participation and Funds Raised

Hong Kong, 14 March 2013 – AIA Hong Kong has demonstrated its long-standing commitment to community service by supporting the ‘MSF Orienteering Competition’ for the 12th consecutive year. As Action Partner of the 2013 Competition, AIA mobilised more than 700 sales representatives and staff, their family members and friends, as well as customers to participate in this meaningful event held at the Sha Tau Kok countryside on 10 March. By showing their love and giving their energy for the cause, the Company’s athletes successfully raised over HK\$810,000 for Médecins Sans Frontières (MSF). AIA Hong Kong has set new records for both participant numbers and donation amount this year.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “Corporate social responsibility is an integral part of AIA Hong Kong’s company culture. Our participation in ‘MSF Orienteering Competition’ exemplifies our steadfast commitment to community service. Since the launch of the MSF event, Hong Kong’s largest orienteering competition in 2002, AIA Hong Kong has never ceased its support of the campaign. Every year, we actively mobilise our frontline, supporting staff, their families and customers to form teams to show their support. More importantly, we as a whole have demonstrated the power of unity for philanthropy. In addition to helping people in need around the world, the fundraising event also provides participating staff the opportunity for healthy exercise and further enhances AIA Hong Kong’s efforts to promote the importance of healthy living.”

The tremendous support of AIA Hong Kong and the enthusiasm of its participants helped the Company take home five key awards at the ‘MSF Orienteering Competition 2013’. These included the **‘Top 10 Most Supporting Organisations Award’**, which recognised AIA Hong Kong’s strong representation at the event with over 700 participants, the highest number of athletes of all participating companies. Contributing HK\$810,000 out of the total HK\$4.8 million donation proceeds this year, AIA Hong Kong also ranked first in terms of funds raised to win the **‘Top Fundraising Award’** and **‘Distinguished Organisation Fundraising Award’**. In addition, the Company took home the **‘All Categories Champion Award’** and the **‘Corporate Trophy’** with its remarkable performance in the competition.

The ‘MSF Orienteering Competition’ was launched since 2002 to raise funds for the organisation’s medical relief work in more than 70 countries worldwide. With the theme of “Step Out! Experience the Life Saving Journey”, a simulation of medical actions at disaster areas was first set up at the event site this year. It was

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aimed at offering participants the opportunity to experience first-hand the challenges faced by MSF field workers as they bring medical care to some of the world's most inhospitable environments. All proceeds will go towards helping MSF save the lives of people in danger.



AIA Hong Kong has supported the 'MSF Orienteering Competition' for the 12th consecutive year. Both participant numbers and donation raised reached record highs at the 2013 event.



AIA Hong Kong has won four prestigious awards at the 'MSF Orienteering Competition 2013'.

Mr. Thomas Lee, Chief Marketing Officer of AIA Hong Kong (left) receives

the "Top 10 Most Supporting Organisations Award" from

Mrs. Carrie Lam, Chief Secretary for Administration of the SAR Government.

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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

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\$134,439 million as of 30 November 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 25 million individual policies and over 13 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 Depository Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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