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Media Release

AIA Foundation Invites Primary Students to Join AIA's Global Ambassador David Beckham in Celebrating the Mid-Autumn Festival and Promoting Healthier, Longer, Better Lives

Hong Kong, 26 September 2018 – AIA 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.

Global Ambassador, David Beckham, was invited to support the launch of the new brand promise and special week of activities. During his visit he 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. The children then rode on “The Hong Kong Observation Wheel” presented by AIA and had fun at AIA Vitality Park, enjoying a delightful Mid-Autumn Festival together.

By helping the children foster an awareness of staying active and healthy, the memorable event bring to life AIA's brand promise of helping people live healthier, longer, better lives.

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.”

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Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau (right);
Mr. Stuart A. Spencer, Group Chief Marketing Officer of AIA (left) and
AIA's Global Ambassador David Beckham (centre)
join the lantern making session with the students.



AIA Foundation invites 33 students from Baptist Rainbow Primary School to join AIA's Global Ambassador David Beckham to make lanterns featuring healthy living messages.

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David Beckham and students from Baptist Rainbow Primary School decorate lanterns featuring the rewards of living healthier, longer, better lives to celebrate a memorable Mid-Autumn Festival together.

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Students from Baptist Rainbow Primary School are treated to an unforgettable Mid-Autumn Festival, creating lanterns with AIA's Global Ambassador David Beckham.

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AIA's Global Ambassador (right) learns the art of crafting traditional Chinese lanterns with a lantern master.



Students from Baptist Rainbow Primary School enjoy a joyful Mid-Autumn Festival with a ride on "The Hong Kong Observation Wheel" presented by AIA.

About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 15,000 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

¹ as at 30 June 2018

² as at 31 March 2018

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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