

AIA Vitality HUB健康總部

Now Open: AIA Vitality Hub – the first health and wellness venue at Hong Kong’s iconic Central Harbourfront

As an augmentation of AIA Vitality Park, the unique venue makes traditional, modern and progressive health and wellness activities accessible to the Hong Kong community, with classes taking place daily

View the schedule and sign-up now at www.zicket.co/aia-vitality-hub-venue
#AIAVitalityHub



Caption: The AIA Vitality Hub has officially launched, providing another unique location to help enrich the lives of Hongkongers through free and accessible-to-all activities and classes.

(HONG KONG – 16 DECEMBER 2021) – The AIA Vitality Hub has officially launched– a bespoke venue hosting health and wellness classes and events for the Hong Kong public. Located at the iconic Hong Kong Observation Wheel and AIA Vitality Park, the AIA Vitality Hub provides another unique location to help enrich the lives of Hongkongers and guests through free and accessible-to-all activities and classes. Launched with a full line up of daily classes and events that will be updated monthly, the December and January schedule can be viewed and booked via the registration website: <https://www.zicket.co/aia-vitality-hub-venue>.

Designed in collaboration with wellness industry professionals who have been involved in programmes at the AIA Vitality Park over the past four years, the classes at AIA Vitality Hub include a mix of traditional, modern and progressive activities that build skills, provide knowledge and benefit the mind and body. The focus of each offering is to educate, motivate and inspire people of all ages to enjoy active lifestyles and adopt healthy living habits.

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The ongoing evolution and investment in to the Hong Kong Observation Wheel and AIA Vitality Park over the past four years demonstrates AIA's commitment to giving back to the communities in which it operates and to developing the site into a truly world-class destination on Hong Kong's iconic Central Harbourfront. The AIA Vitality Hub will work closely with charities and organisations to support disadvantaged members of society, providing them with special health and wellness activities, events and educational experiences. In addition, the AIA Vitality Hub will generate both online and offline content for the education and advocacy of fitness, wellness and a healthy lifestyle, for people to access freely online when they desire.

Mr. Stuart A. Spencer, AIA Group Chief Marketing Officer, said: *"The launch of the AIA Vitality Hub demonstrates again AIA's commitment to the community of Hong Kong and underlies our Purpose to help people live Healthier, Longer, Better Lives. We are excited by how the AIA Vitality Hub will be embraced by the public and enjoyed by all members of society as we help champion accessible health and wellness for all".*

Ms. Bonnie Tse, Chief Customer, Strategy and Transformation Officer of AIA Hong Kong & Macau, said: *"We are very pleased that the Hong Kong Observation Wheel and the AIA Vitality Park have brought so much joy to the community over the past four years. We hope that this iconic landmark on the Central Harbourfront will keep on fostering community engagement, allowing us to continue interacting with the public and encouraging people to enjoy a healthy lifestyle."*

The programme at the AIA Vitality Hub provides high-quality activities and classes for all demographics and abilities, from children through to the elderly, from beginner through to the experienced. Designed and taught by some of Hong Kong's leading wellness and fitness industry professionals, the scope of experiences on offer range from skill development such as building mobility and agility, to knowledge based classes on topics such as nutrition and sleep, and activities that support mindfulness such as Tai Chi and Yoga.

To inspire health and wellness from a young age, there is a variety of classes for children aged 18 months through to their teens, from **Rugbytots** that teaches how to catch, pass, kick, run with the ball and play as part of a team, to **KIDS Acro Yoga** by MOVE Studio, and **Brazilian Football Academy** that teaches sportsmanship, discipline, leadership, teamwork and physical conditioning through the playing of football.

To help adults make fitness part of their daily routine, there are classes that span multiple disciplines to ensure there's something for everyone to enjoy. Classes range from the cardio focused **Running Club** led by Ultramarathon Runner and Coach Wong Chun Kiu; **FitCamp** which is a high energy, full-body workout with Co-Founder of MiU Training Hub and Nike Trainer George Iu; **Hong Kong School of Capoeira**, Brazilian martial art that combines elements of dance, acrobatics, and music; to lower intensity activities such as **Zumba**, **Sunset Yoga** and **Fusion Fitness**. Inviting the elderly to prioritise their fitness for the upcoming year, YogaUP will run **Yoga for Active Seniors** classes, guiding through a gentle flow that enhances physical health and overall wellness by stretching, breathing and meditating with a simple yoga practice. In addition to exercise classes, nutritionists and dietitians from PURE Nutrition will run regular **Health Talks**.

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A monthly programme of special wellness events and classes will be updated regularly throughout the year and promoted mid-month in advance. For the full December and January line up of classes and to book, visit the registration website: <https://www.zicket.co/aia-vitality-hub-venue>.

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Images:



Caption: (L to R) Chi Ho Law, Head of Customer Services of Hong Kong Observation Wheel and AIA Vitality Park; Stuart Spencer, AIA Group Chief Marketing Officer; Shannon Moloney, Tottenham Hotspur Coach; and Wong Chun Kiu, Ultramarathon Runner, joined the ribbon-cutting ceremony of AIA Vitality Hub on 15 December 2021.



Caption: The AIA Vitality Hub will offer a wide variety of classes, including activities that support mindfulness such as Tai Chi and Yoga.



Caption: Ultramarathon Runner Wong Chun Kiu will coach a cardio focused Running Club class, helping participants build their fitness through a full-body workout.

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Caption: People of all ages and abilities are welcome to join the classes at AIA Vitality Hub, which include a mix of traditional, modern and progressive activities that build skills, provide knowledge and benefit the mind and body.

Key Details

Address: 33 Man Kwong St, Central, Hong Kong

Phone: +852 2339 0777

Email: enquiries@hkow.hk

Website: <https://www.zicket.co/zh-hant/aia-vitality-hub-venue>

Facebook: [@hkowofficial](https://www.facebook.com/hkowofficial)

Instagram: [@hkowofficial](https://www.instagram.com/hkowofficial)

Hashtags: #AIAVitalityHub #AIAVitality

About the AIA Vitality Hub

The AIA Vitality Hub is a unique health and wellness venue to engage the Hong Kong community and its visitors through an array of activities and events designed to educate, motivate and inspire people of all ages to enjoy active lifestyles and adopt healthy living habits. As an augmentation of AIA Vitality Park, the AIA Vitality Hub is another demonstration of AIA's commitment to giving back to the communities in which it operates and to developing the AIA Vitality Park site into a world-class destination on Hong Kong's iconic Central Harbourfront.

About the Hong Kong Observation Wheel and AIA Vitality Park

Since the reopening of the Hong Kong Observation Wheel with AIA in 2017, and the addition of AIA Vitality Park, this unique destination on Hong Kong's iconic Central Harbour front has welcomed over 15 million visitors and over 4.5 million Wheel riders. It has become one of Hong Kong's most popular community and tourist destinations, with an average customer satisfaction rating of over 97% (supplied by an independent survey). It has received a number of industry awards recognising the venue for its events and innovative initiatives, including the Hong Kong Observation Wheel's Hong Kong Historical Augmented Reality App.

About AIA Vitality

AIA Vitality¹ is a game changing wellness programme which redefines the traditional concept of insurance and aims to reward customers to live a healthy lifestyle. Purchase a selected AIA Vitality insurance product and become an AIA Vitality member² to receive an instant 10% premium discount³ or 10% extra cover⁴, and enjoy an array of rewards and discounts offered by our partners. As long as you keep up a healthy



lifestyle, simply by being active in daily life and having a healthy diet, you can earn points and upgrade your membership status for more offers and rewards, including up to 15% premium discount⁵ or 15% extra cover⁶.

AIA Vitality is Hong Kong people's most preferred digital Health and Wellness Platform to help them live healthier⁷.

¹ AIA Vitality is not an insurance product that falls under the jurisdiction of the insurance regulation. Annual membership fee is required for joining. An annual membership fee will be charged for AIA Vitality and a member has to renew the AIA Vitality membership annually on time in order to maintain the membership and enjoy premium discount (if any) in the subsequent policy years. The membership fee of AIA Vitality may vary at any time without prior notice. Likewise, programme benefits may be added or removed without prior notice.

² The applicants for AIA Vitality must be 18 years old or above and must be the insured of the in-force policy of an AIA Vitality selected insurance product.

³ Premium discount is only applicable to the standard premiums of selected AIA Vitality insurance products (including basic and add-on plans) and shall not apply to any extra premiums due to loading. In all circumstances, the premium discount will be calculated in accordance with the Insured's AIA Vitality status achieved on each policy anniversary. The policy anniversary of AIA Vitality selected insurance products and AIA Vitality membership anniversary may not be the same. For details and offers of AIA Vitality, please visit aia.com.hk/aiavitality.

⁴ Extra cover means AIA Vitality Power Up Coverage, which is a percentage of Initial Sum Assured added for the sole purpose of computing the death benefit or the major illness benefit for once when it becomes payable. For details, please refer to aia.com.hk/aiavitality.

⁵ Members will enjoy 15% premium discount in the subsequent year of policy renewal if they currently enjoy 10% premium discount and maintain the Platinum Status for 5 consecutive years.

⁶ Members will enjoy 15% extra cover in the subsequent year of policy renewal if they currently enjoy 10% extra cover and maintain the Platinum Status for 5 consecutive years.

⁷ AIA commissioned international research and data analysis firm YouGov to interview 1,020 respondents aged 18 years old or above in Hong Kong in January 2021.

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 close to 20,000 financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.3 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, 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.

¹ as at 30 June 2021

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2021)