



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

**AIA Hong Kong Appoints Siobhan Haughey as Ambassador
Stars in Brand-New Advertising Campaign “Going Beyond With You”
Tells Her Personal Story on “Going Beyond”
Promotes AIA Healthiest Schools Programme**

Hong Kong, 14 July 2022 – AIA Hong Kong today announces the appointment of world swimming champion Siobhan Haughey as “AIA Hong Kong & Macau Ambassador” and the launch of its brand-new advertising series “Going Beyond With You” starring the record-breaking swimmer. Based on Siobhan Haughey personal stories, the new commercials not only showcase her extraordinary talents, but also celebrate her fighting spirit in the face of challenges. The successful pursuit of her dreams would inspire people to be brave and stay strong to rise to the challenge.

The brand-new AIA “Going Beyond With You” advertising series will feature Siobhan Haughey in four commercials, each with a different theme. The commercials highlight her tenacity and resilience that resonate with AIA Hong Kong’s “Beyond Insurance” concept. Defying the confines of traditional insurance, AIA Hong Kong has broken new ground on different fronts to keep enhancing customer experience, and help people live Healthier, Longer, Better Lives. The four themes are:

- AIA Group Limited tops MDRT# global ranking for eight consecutive years; AIA Hong Kong reigns as Hong Kong and Macau leader again, a solid testament to the financial planners’ professionalism
- Commitment to achieve net zero greenhouse gas emissions by 2050 as part of its drive for environmental protection
- Recognised for its efforts in providing total care for customers’ health and wellness, AIA continues to be the most preferred brand* for the Voluntary Health Insurance Scheme in Hong Kong
- AIA Hong Kong leads the industry with the introduction of a savings product offering multi-currency options, “AIA Global Power Multi-Currency Plan”, enabling customers to enjoy long-term wealth accumulation with great flexibility

Ms. Bonnie Tse, Chief Customer, Strategy and Transformation Officer of AIA Hong Kong & Macau, said: “We have long been developing quality products and services to address different needs of our customers. Moreover, we have gone beyond the role of traditional insurers and taken a proactive approach to promote sustainable development of society. Siobhan is widely recognised as a world-class athlete who keeps pushing her own limits and has broken multiple records in the international sporting arena; her feats are more than impressive. We are exhilarated to invite her to be ‘AIA Hong Kong & Macau Ambassador’ and star in our newest advertising campaign. Not only does she embody our theme of ‘Going Beyond’, but her personal story also exudes positivity and inspires people to face challenges head-on.”

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“AIA Hong Kong & Macau”, “AIA Hong Kong”, “AIA Macau” or “the Company” herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).

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

AIA Healthiest Schools Programme

Siobhan Haughey also participates in a short video to promote the AIA Healthiest Schools programme as an outstanding athlete, encouraging students to develop healthy and good living habits at an early age. Earlier this year, AIA set an ambition to engage a billion people to live Healthier, Longer, Better Lives by 2030. The AIA Healthiest Schools programme, to be launched in Hong Kong, Australia, Thailand and Vietnam during the 2022/2023 academic year, will contribute to this goal by putting it into action. In Hong Kong, the AIA Healthiest Schools programme will be available in all primary schools and will provide teachers with free, curriculum-linked online resources developed by professional educators. These resources cover four areas, namely, healthy eating, active lifestyles, mental wellbeing, as well as health and sustainability, and are designed to encourage students to actively pursue physical and mental wellness.

AIA Hong Kong & Macau Ambassador Ms. Siobhan Haughey said: “Playing sports has always given me a lot of pleasure since I was a child, and made me realise how important it is to stay fit. To live a healthy life, one must develop good living habits at an early age. AIA Healthiest Schools is a very meaningful programme worthy of school participation as it helps instil healthy behaviours in primary students in diversified aspects.”

Ms. Tse added: “Helping people live Healthier, Longer, Better Lives has always been the purpose of AIA and the AIA Healthiest Schools programme is putting it into action. We would like to thank Siobhan for her staunch support of the programme. We are also very grateful for the opportunity to help schools foster students’ health and wellbeing encompassing body and mind on top of their intellectual development. The programme would nurture healthier human capital of the next generation, bringing lasting positive change to society.”

The AIA Healthiest Schools programme will include a competition to serve as a platform for participating schools to build communities that share best practices in promoting health and wellness and showcase their success in driving better health outcomes. Prizes worth US\$50,000 in total will be given to winning schools to help them accelerate their health initiatives. Find out more details by visiting ahs.aia.com.

Remarks:

<https://www.mdr.org/about-MDRT/for-companies/> (as of 13 July 2022)

* AIA commissioned international research and data analysis firm YouGov to interview 1,430 respondents aged 18-54 years old in Hong Kong in March 2022.

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14 July 2022
Page 3

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 19,000 financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.4 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 31 December 2021

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2021)

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