



AIA Hong Kong

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Media Release

AIA Hong Kong Sponsors 'BLACKPINK WORLD TOUR [BORN PINK] HONG KONG' To bring excitement and enthusiasm of K-pop music to the city

Hong Kong, 28 October 2022 – AIA Hong Kong today announces to be the Main Sponsor of 'BLACKPINK WORLD TOUR [BORN PINK] HONG KONG', bringing one of the most anticipated Korean music concerts in town from 13 January to 15 January 2023. Taking place at Arena, AsiaWorld-Expo, the concert will see BLACKPINK, one of the world's most sought after artists, to rock the stage with their signature songs and amazing performances after their first-ever Hong Kong concert in 2019.

To add more excitement to this eagerly awaited performance, AIA Hong Kong will soon launch a game on its social media platforms for the public to win amazing prizes from BLACKPINK. Details will be announced shortly. Stay tuned with AIA Hong Kong Facebook and Instagram*.

As one of the most influential superstars in the world, BLACKPINK has collaborated with various legendary brands and garnered an impressive list of awards. JISOO, JENNIE, ROSÉ and LISA also made history by being the first all-female K-Pop group to perform at Coachella, one of the largest music and art festivals held in the United States.

To demonstrate its purpose of helping people live Healthier, Longer, Better Lives, AIA Hong Kong has sponsored and presented many popular concerts over the years, creating memorable moments for the public and their loved ones with a variety of world-class musical events. Being the Main Sponsor of 'BLACKPINK WORLD TOUR [BORN PINK] HONG KONG', AIA Hong Kong is proud of bringing excitement and enthusiasm of K-pop into the city.

*AIA Hong Kong Facebook: <https://www.facebook.com/AIAHongKong/>

Instagram: <https://www.instagram.com/aiahongkongmacau/>



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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 over 17,000 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 30 June 2022

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2022)

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