



AIA Hong Kong

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Media Release

AIA Hong Kong Deepens Digital Platform Partnership Development to Launch Cross-Industry Collaboration with OpenRice Earn "AIA Point" through OpenRice and enter "AIA Eat-to-Win Lucky Draw" to Win Amazing Prizes Coming Up Next – Innovative Protection for Dining Experiences from AIA Hong Kong

Hong Kong, 21 November 2022 – AIA Hong Kong once again defies the traditional norm of insurance and deepens its partnerships with digital platforms to launch cross-industry collaboration with Hong Kong's largest food and beverage platform, OpenRice – bringing multiple offers to AIA Connect and OpenRice users. From now till 20 February 2023, users who successfully connect AIA Connect and OpenRice accounts, make restaurant bookings or order takeaways through OpenRice in Hong Kong can earn "AIA Points" and enter "AIA Eat-to-Win Lucky Draw". Furthermore, to encourage users to live "Healthier, Longer, Better Lives", they can earn double "AIA Points" for choosing selected healthy restaurants. A concoction of prizes includes dining vouchers worth HK\$20,000, staycation, Rice Dollars, and much more!

With its unwavering drive to innovation, AIA Hong Kong will soon launch a brand-new protection for Hong Kong users' dining experiences, bringing customers simple and fast insurance purchase and claims experience.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "AIA Hong Kong is committed to embracing digitalisation beyond insurance and embedding protection into customers' daily lives to bring them innovative experiences. Underpinned by our 'customer-centric' philosophy, our cross-industry partnership with OpenRice combines digital technology and the public's shared passion for good food to bring customers multiple delights. We will continue to innovate with OpenRice to create delightful customer experience to help customers live Healthier, Longer, Better Lives."

Mr. Joe Yau, Chief Executive Officer and acting Chief Technology Officer of OpenRice Limited, said "OpenRice has been innovating online to offline solutions and providing high quality dining options for our users. This generates new business opportunities for restaurants in an ever-changing market environment. Our new Rewards Program 'Rewards Double-Up' enables members to earn Rice Dollars through Online Booking, Takeaway and OpenRice Pay. Rice Dollars can subsequently be spent at over 10,000 restaurants and offset bills. With growing awareness surrounding healthy eating, OpenRice has partnered with AIA Hong Kong to innovate on cross-industry digital journeys to upgrade diners' experiences. By encouraging healthy dining, users can enjoy the best in food while living healthier!"

AIA Group Limited is incorporated in Hong Kong with limited liability.

"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 Eat-to-Win Lucky Draw"

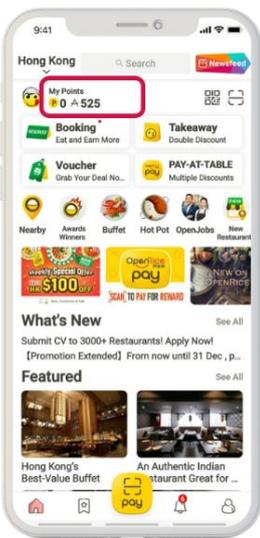
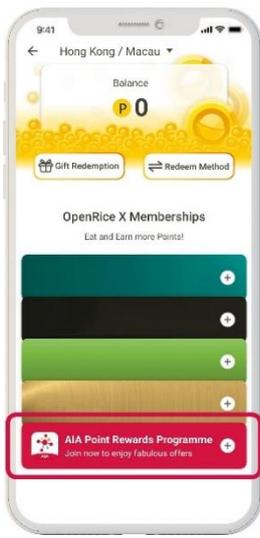
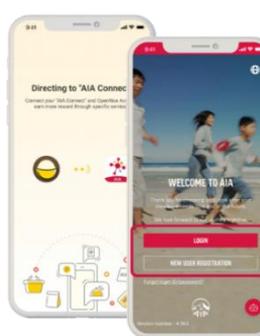
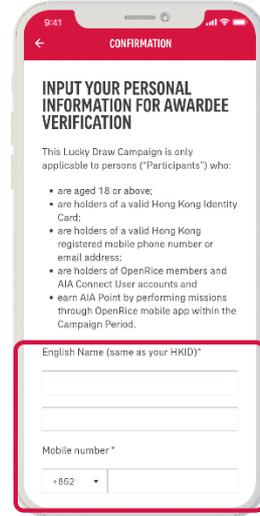
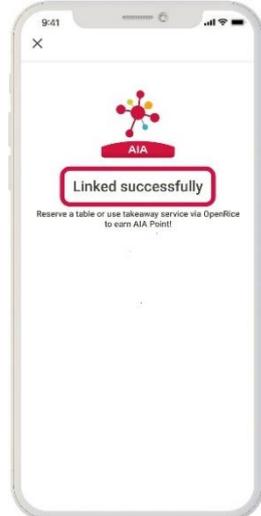
Promotion Period	Prizes	Eligibility and Requirements
21 November 2022 to 20 February 2023 	Monthly lucky draw, prizes include Rice Dollars, theme park tickets, etc.	<ul style="list-style-type: none"> • Connect to AIA Connect via OpenRice mobile app to register as a new user, or existing users of AIA Connect who complete registration, will get 20 "AIA Points" (every 10 "AIA Points" equal to one lucky draw entry) for two lucky draw entries • Receive 10 "AIA Points" for one lucky draw entry after each restaurant reservation or takeaway order on OpenRice • Earn double "AIA Points" for two lucky draw entries when making a restaurant booking or a takeaway order at a designated healthy restaurant
	Grand lucky draw, prizes include home appliances and dining vouchers worth HK\$20,000, etc.	<ul style="list-style-type: none"> • Participants who fulfil above designated requirements during the promotion period can earn "AIA Points" and receive one or two lucky draw chances; the number of grand lucky draw chances are dependent on the number of lucky draw chances accumulated during the promotion period

Please refer to the terms and conditions on https://www.aia.com.hk/en/campaigns-and-events/recent-promotion/aia_eatbetter. Customers may download the mobile AIA Connect app on [App Store](#) or [Google Play](#).
 # Trade Promotion Competition Licence No. 56364-66, 56367-69



Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau (right) and Mr. Joe Yau, Chief Executive Officer and acting Chief Technology Officer of OpenRice Limited (left) announce cross-industry collaboration to launch "AIA Eat-to-Win Lucky Draw" to bring customers a brand-new dining experience.

How to Sign up for the "AIA Eat-to-Win Lucky Draw"

 <p>1. Open OpenRice App and click "My Points".</p>	 <p>2. Click "+" on "AIA Point" Rewards Programme.</p>	 <p>3. Existing "AIA Connect" members login or New "AIA Connect" member account registration. (Note: Please download or update AIA Connect App to 4.363 version or above. After that, open OpenRice app and go to "My Points" page to complete account linkage.)</p>	 <p>4. Fill in personal and contact information to participate in the lucky draw.</p>	 <p>5. Users can earn "AIA Points" via OpenRice platform, and join the lucky draw upon successful account linkage.</p>
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About “AIA Connect” Mobile App

Underpinned by its “customer-centric” philosophy, AIA Hong Kong is committed to offering superior customer service and experience through industry-leading digital solutions that leverage innovative technology and appropriate technology applications. “AIA Connect” mobile app is a key component of AIA Hong Kong’s persistent and long-term commitment in digital innovation, which enables customers to manage their individual protection, wealth management, employee benefits and MPF plans, and AIA Vitality through a one-stop window anytime, anywhere, so they can easily experience the convenience brought about by technology, and enjoy instant, fast and convenient services.

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)

About OpenRice

Headquartered in Hong Kong, OpenRice is an all-encompassing O2O foodtech services platform, providing users with comprehensive and updated restaurant information, F&B content and dining services. OpenRice’s comprehensive dining ecosystem includes services like OpenRice Pay, Table Booking, Vouchers, Takeaway, Restaurant Management System (RMS), Recruitment, POS, Remote Queuing, Scan to Order, Market Insights, and Membership. It has a regional presence across Asia, including Hong Kong, Macau, Taiwan, Thailand, Japan, Singapore and Malaysia.

About OpenRice “Rewards Double-Up”

“Rewards Double-Up” is a new rewards program by OpenRice, providing the best dining offers and rewards to the public. Members can earn Rice Dollars after completing online bookings, takeaway orders or dine-in payment through the OpenRice web or mobile app. Rice Dollars can subsequently be spent again on OpenRice vouchers, book-with-menu, takeaway, or dine-in payment with OpenRice Pay. Rice Dollars \$1 is equivalent to HK\$1. It can be used directly at checkout to offset payments without any usage limit. “Rewards Double-Up” is a disruptive technology that enables multiple discount types to be used concurrently, becoming the new norm of combined offers and rewards.

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