



**AIA celebrates the grand opening of “AIA Alta Wellness Haven”
Hong Kong insurance industry’s first one-stop wellness realm that integrates science and
East-meets-West philosophy
Amplifies AIA’s High Net Worth Proposition with the establishment of “AIA Club Alta”**

Hong Kong, 28 September 2023 – Following the resounding success of the launch of “AIA Wealth Management Centre” earlier this year, AIA Hong Kong announced the grand opening of “AIA Alta Wellness Haven” on 29 September 2023 and the establishment of “AIA Club Alta” – bringing to life AIA Hong Kong’s holistic proposition specifically addressing high net worth (HNW) customers’ discerning needs for one-stop financial and health advisory services. “AIA Alta Wellness Haven” provides personalised solutions for achieving holistic balance in wellness; while the prestigious “AIA Club Alta” offers esteemed members an array of bespoke benefits, including wealth management, health and wellness service privileges, and exclusive access to lifestyle events and experiences.

Ms Alice Liang, Chief Proposition Officer of AIA Hong Kong & Macau, said, “We recognise the strong demand for comprehensive wealth and health management services among our HNW customers. This customer segment not only has high standards for wealth planning, but also places high emphasis on health, seeking a holistic balance of health and wealth in life. Following the successful launch of our ‘AIA Wealth Management Centre,’ we have taken a further leap in pushing the boundaries of traditional insurance by being the first to anchor the ‘Health Comes First’ concept in our HNW Proposition, helping them to integrate health into their lives with concrete actions. As such, we are proud to unveil our core initiative ‘AIA Alta Wellness Haven’, and to introduce ‘AIA Club Alta’, offering integrated health and wealth management services, alongside exclusive lifestyle privileges and experiences. These initiatives exemplify our significant efforts in refining our multifaceted HNW Proposition, constructing a premium service ecosystem as their lifelong partner that integrates physical and mental well-being, wealth management and medical protection to help our customers live Healthier, Longer, Better Lives.

“In HNW customers’ pursuit of wealth and success, health is sometimes compromised, and as a result, this group can find themselves living in a state of suboptimal health. Our collaboration with New World Group’s Humansa¹ to build ‘AIA Alta Wellness Haven’ answers HNW customers’ aspiration to address suboptimal health issues. By focusing on nurturing mental, physical, and nutritional health, notably in aspects such as stress management, physical training and dietary management, AIA Hong Kong addresses the diverse needs of HNW customers by offering them premium value-added health services that go beyond insurance, bringing to life the objective, ‘health is wealth.’”

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"Humansa is honoured to be the partner of AIA Hong Kong to provide tailor-made one-stop integrated Wellness services to its High Net Worth customers," said Mr Don So, Chief Executive Officer of Humansa. "This collaboration not only meets the innovative needs of AIA Hong Kong, but also aligns perfectly with our vision of continuously improving our expertise in Health and Wellness through our multi-disciplinary team of experts and advanced technologies. AIA Alta Wellness Haven powered by Humansa's wellness concept always puts the customer's well-being first, offering the highest quality of personalised health experience."

As the prime focus of AIA Hong Kong's HNW Proposition, "AIA Alta Wellness Haven" provides dedicated health and wellness services for "AIA Club Alta" members. It also echoes the findings of a recent survey² conducted by AIA Hong Kong on the awareness and prevention of suboptimal health amongst HNW individuals. Suboptimal health is a common phenomenon among urbanites, defined as the borderline state between good health and succumbing to various diseases of the human body. Ignoring symptoms over the long term can pose increasing risks to health. With this in mind, the insurance-industry-first³ "AIA Alta Wellness Haven" is an integrated one-stop wellness realm where science blends seamlessly with Eastern and Western philosophies to support HNW customers in preventing suboptimal health and achieving physical and financial well-being. "AIA Alta Wellness Haven" also offers customised wellness solutions, as well as wellness consultations and tracking services, etc.

Findings from a survey² commissioned by AIA Hong Kong on the understanding and awareness of suboptimal health amongst HNW individuals in the Greater Bay Area (GBA) revealed distinct differences in perceptions and symptoms:

- 69% of HNW individuals in other cities in the GBA⁴ and 55% in Hong Kong and Macau are aware of and have an understanding of the meaning of suboptimal health.
- Hong Kong and Macau have a higher prevalence of suboptimal health symptoms compared to other cities in the GBA⁴, with an average of 2.6 symptoms per person in Hong Kong and Macau and 1.9 symptoms per person in other cities in the GBA⁴.
- 81% of HNW individuals in Hong Kong and Macau, as well as in other cities in the GBA⁴, exhibit symptoms of suboptimal health, which is higher than other non-HNW individuals (Hong Kong and Macau: 68%, other cities in the GBA⁴: 71%).
- The five most common symptoms of suboptimal health are fatigue, backache, irritability, anxiety and insomnia.
- As high as 85% of HNW individuals in other cities in the GBA⁴ and 68% of HNW individuals in Hong Kong and Macau expressed interest in the concept of a "one-stop wellness centre that provides comprehensive physical, mental and spiritual care".

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“AIA Alta Wellness Haven”: Hong Kong insurance industry’s first integrated wellness space

“AIA Alta Wellness Haven” powered by Humansa¹ is exclusively dedicated to esteemed “AIA Club Alta” members. Blending science seamlessly with Eastern and Western philosophies, the team of wellness experts at “AIA Alta Wellness Haven” empowers members with personalised healthcare and health management solutions, as well as a suite of wellness services that address their specific needs in preventing suboptimal health and achieving holistic well-being. Upon understanding each member’s unique needs and conditions, the wellness expert team will create a bespoke programme that cares for mind, body and soul comprehensively. The diverse range of services is designed to nurture their mental, physical, and nutritional health in different ways. They include:

Mental	Physical	Nutritional
<ul style="list-style-type: none"> • Sleep Management • Stress Management 	<ul style="list-style-type: none"> • Pain Management • Weight Management 	<ul style="list-style-type: none"> • Dietary Management • Cardiovascular Health Management • Allergy Management
Programme includes		
Guided Meditation, Wellness Coaching, Quantum Harmonic Audio Treatment	Cryotherapy, Physiotherapy, Physical Training, Acupressure, Infrared Moxibustion, Tui Na	Body Composition Analysis, Nutrition Consultation, Food Allergy & Intolerance Test, Healthy Meal Plan

“AIA Club Alta”: Exclusive privileges combining health and wealth

“AIA Club Alta” is a prestigious membership programme tailored for selected HNW customers, offering a range of exclusive privileges. Through partnerships with respected professional institutions and the recently unveiled “AIA Alta Wellness Haven,” “AIA Club Alta” aims to provide customers with robust support that addresses their health and wealth management needs, so as to enhance customer experience, while empowering them to achieve a “holistic balance of health and wealth” in life. “AIA Club Alta” has three membership tiers – Solar, Luna and Stellar – each offering different privileges⁵ covering three main themes, including:

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<p>Wellness experience</p>	<ul style="list-style-type: none"> • Exclusive access to “AIA Alta Wellness Haven” for complimentary services with designated number of times • Supplementary invitations for loved ones to enjoy services at “AIA Alta Wellness Haven” together⁶
<p>Wealth planning</p>	<p>Enjoy corresponding privileges and discounts on services⁷ provided by professional institutions, including:</p> <ul style="list-style-type: none"> • Designated number of hours for complimentary personal tax or legal consultation • Special offers on trust services • Special offers on will-writing
<p>Lifestyle activities</p>	<ul style="list-style-type: none"> • Invitations to exclusive seminars, exciting events, and exquisite experiential lifestyle activities

Remarks:

- ¹ “Humansa” refers to Sustainable Wellness Limited, which is a wholly-owned subsidiary of Humansa Company Limited and independent third party of AIA Hong Kong. Sustainable Wellness Limited is fully and solely responsible for the services and/or products provided in, and for, “AIA Alta Wellness Haven.”
- ² AIA Hong Kong commissioned Kantar Group, an international market research company, to conduct a survey with 3,850 individuals from May 25, 2023 to June 21, 2023, in Hong Kong, Macau, and other cities in the GBA to understand their awareness and level of understanding on “suboptimal health”.
- ³ As of 1 August 2023, compared with services provided by Hong Kong major insurance companies.
- ⁴ “Other cities in the GBA” refers to Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen, and Zhaoqing.
- ⁵ “AIA Club Alta” members shall enjoy corresponding privileges based on their membership tiers. Membership and privileges are subject to terms and conditions. For details, please refer to “AIA Club Alta” website (aia.com.hk/en/aia-alta).
- ⁶ This privilege is applicable to Solar and Luna tier members of “AIA Club Alta” only. For details, please refer to the “AIA Club Alta” website (aia.com.hk/en/aia-alta).
- ⁷ Tax or legal consultation, trust-related, and will writing services are provided by third-party service providers and partners. AIA Hong Kong and its intermediaries do not provide any opinion or advice to customers regarding the aforementioned services.



Ms Alice Liang, Chief Proposition Officer of AIA Hong Kong & Macau announces the grand opening of “AIA Alta Wellness Haven” on 29 September 2023 and the establishment of “AIA Club Alta”, refining AIA Hong Kong’s multifaceted HNW Proposition.

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“AIA Alta Wellness Haven”, which seamlessly blends science with Eastern and Western philosophies, is exclusively dedicated to esteemed “AIA Club Alta” members, empowering them with personalised healthcare and health management solutions, as well as a suite of wellness services that address their specific needs in preventing suboptimal health and achieving holistic well-being.

Download AIA Alta Wellness Haven Leaflet: <https://www.aia.com.hk/content/dam/hk-wise/pdf/aia-alta/en/aia-alta-wellness-haven-leaflet-hk-mo-en.pdf>

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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 close to 17,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.5 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 2023

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2023)

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