



#### AIA Hong Kong

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## Media Release

### AIA K-POP 2013 Hits Hong Kong for the New Year

*Leading Asian insurance group and sponsor of AIA K-POP 2013 welcomes headline Korean artists BEAST, 4Minute and A Pink to Hong Kong*

**Hong Kong, 5 January 2013** - AIA Hong Kong welcomes three of Korea's hottest pop artists to Hong Kong to commemorate the launch of the AIA K-POP 2013 concert at the AsiaWorld-Arena - which takes place this evening. K-POP fans have been eagerly awaiting the arrival of headline artists BEAST, 4Minute and A Pink since the concert was announced last November.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "We are thrilled to welcome these talented artists to Hong Kong and be the first insurance group to sponsor a K-POP concert here. It is great to give local fans a unique opportunity to see the hottest and most up and coming Korean artists play together in one concert. This exciting event gives us a chance to advocate the K-POP spirit and capture the energy and passion of the young people. We are looking forward to an exciting and truly memorable show."

AIA's sponsorship of this highly anticipated concert reflects its on-going commitment to playing an active role in Hong Kong market. AIA maintains a track record of introducing innovative and valued insurance products and services that meet customers' needs at every stage in their lives. The concert is an important element of AIA's efforts to understand and engage younger people in Hong Kong. It was also created to give young people and K-POP fans the unique opportunity to share their passion with an exciting and memorable experience through the music of Asia's favourite modern pop artists.

The show features an exciting display of chart topping Korean pop music and dance moves with all three Korean headline artists playing in a concert which lasts three whole hours. It includes a performance by popular girl group A Pink playing their hit singles *Bubibu* and *Hush* live in Hong Kong for the first time. Equally popular female sensations 4Minute sings a variety of their chart topping hits like *Volume Up*, *Mirror Mirror* and *Hot Issue*. Dynamic boy band BEAST rounds up the performances treating fans to their new number one song *Beautiful Night* plays live for the first time off Korean shores and excites fans into frenzy.

The concert is the first time all three artists perform live in Hong Kong since winning awards in Korea's top music industry awards ceremonies, the prestigious MAMA Awards (Mnet Asian Music Awards) and the Melon Music Awards, Korea's premiere digital music awards. The MAMA Awards celebrate the crème de la crème of Korean Pop Music and all three artists won in several categories, including *Best Collaboration Performance*

'AIA Hong Kong' or 'the Company' herein refers to American International Assurance Company (Bermuda) Limited.



by Hyun A of 4Minute and Hyun Seung of BEAST for the hit single "Trouble Maker" and *Best Original Soundtrack Song* for Jeong Eun Ji of A Pink's duet with fellow Korean artist Seo In Guk.

AIA K-POP 2013 artists also swept this year's Melon Awards with BEAST winning Artist of the Year for the second year in a row. Hyun A of 4Minute and Hyun Seung of BEAST took the Hot Trend Award for their hit single "Trouble Maker" while Jeong Eun Ji of A Pink's duet with fellow Korean artist Seo In Guk also won her the Music Style Award and best OST. The concert also marks the very first visit to Hong Kong for dynamic girl band A Pink, with fans getting the exclusive opportunity of being the first K-Pop fans to see them performing live on a local stage.

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**About “AIA K-POP 2013” performing groups:**



BEAST is a six member South Korean boy group consisting of Doo-joon, Hyunseung, Junhyung, Yoseb, Gikwang, and Dongwoon. They have achieved significant commercial and critical accolades.



4Minute is a five-member South Korean girl group consists of Ji-hyun, Ga-yoon, Ji-yoon, Hyun-a and So-hyun. The group has held successful concerts across the world and received significant awards.



A Pink is a seven-member South Korean girl group consists of Chorong, Bomi, Eunji, Naeun, Yookyung, Namjoo and Hayoung. This outstanding girl group has won several prestigious awards since its launch.

### **About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau is a member of AIA Group Limited. The AIA Group Limited established its operations in Hong Kong in 1931. We have the largest agency force in Hong Kong and Macau\*. We are the leader in developing innovative insurance products that meet customers' needs at every stage of their lives. We offer products ranging from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with over 100 investment options.

\* As of 30 November 2011

### **About AIA**

AIA Group Limited and its subsidiaries (collectively "AIA" or "the Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 16 markets in Asia Pacific – wholly owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 92 per cent subsidiary in Sri Lanka and a 26 per cent joint-venture in India.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$119,494 million as of 31 May 2012.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia Pacific, AIA serves the holders of more than 24 million individual policies and over 10 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").