



**THE REAL LIFE
COMPANY**

AIA Hong Kong

AIA Financial Centre,
712 Prince Edward Road East, Kowloon
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AIA.COM.HK

Media Release

AIA Brings Tottenham Hotspur Football Legends to Hong Kong to Delight Local Aspiring Youth

Hong Kong, 3 November 2013 - AIA Hong Kong is teaming up with leading British football club Tottenham Hotspur today on a charity initiative "AIA-Tottenham Hotspur Youth Football Day" to inspire Hong Kong's next generation. The leading insurance company is bringing Hotspur legends Ossie Ardiles and Ledley King to Hong Kong to host a youth football clinic for teenagers from The Boys' & Girls' Clubs Association of Hong Kong.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "We are proud and delighted to bring such esteemed world athletes to Hong Kong for a good cause. We hope this football clinic will inspire our local young people participating to live out their passion in life and raise their awareness of healthy living. AIA Hong Kong is excited to be collaborating with Tottenham Hotspur to give back to our community with a unique educational experience tailored through a sport that is well loved by people of all ages in Hong Kong."

Ms. Bonnie Tse, General Manager of Marketing and Business Strategy for AIA Hong Kong and Macau, said, "We would also like to take this opportunity to express our gratitude to The Boys' & Girls' Clubs Association of Hong Kong which, like AIA, has a strong heritage of serving the local community through the decades. AIA is committed to advocating healthy living. We strongly believe that sports can help young people build up self-esteem and develop team collaboration. We hope that today's participants will enjoy this event and bring home an unforgettable experience."

In addition, AIA Hong Kong will be making some of their AIA Hong Kong Facebook fans' dreams come true through an exclusive autograph session with the two football stars on the day of the football clinic.

Ossie Ardiles is a football coach, pundit and former midfielder who won the 1978 World Cup as part of the Argentine national team. He is now Club Ambassador for Tottenham Hotspur, with whom he won the FA Cup and UEFA Cup during the 1980s. A competitive and skilled midfielder, Ardiles became a cult hero in England, along with Glenn Hoddle and compatriot Ricardo Villa, as a player for Tottenham Hotspur.

Ledley King played for Tottenham Hotspur from 1999 until 2012, having joined the Club's Academy at the age of 14. He was highly rated as a central defender, captaining the side during his 333 appearances for the Club, also winning 21 caps for England. Despite of his retirement through injury, he continues to represent Tottenham Hotspur on an ambassadorial level, working closely with the award-winning Tottenham Hotspur Foundation and engaging with the Club's global fanbase.

AIA is sponsoring the Tottenham Hotspur club shirt during all of the Club's matches in the Europa League, The FA Cup and the Capital One Cup. AIA and the Club will also work together on a range of brand and marketing initiatives. This football clinic is one of the tailored CSR initiatives that serve the communities of markets in which AIA operates in the Asia-Pacific region.

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About The Boys' & Girls' Clubs Association of Hong Kong

Founded in 1936, with the mission "Nurture the Young Create the Future", The Boys' & Girls' Clubs Association of Hong Kong (BGCA) strives to cater to the changing needs of society and children by providing them and their families with support and services to nurture their growth. The Association provides services for children, youths aged 2-35 and their parents, with 75 service units located across the territory and on the mainland and over 50,000 registered members. Services offered include: integrated services centres, camp service, pre-school education, small group homes, services for youths at risk, youth employment supportive services, family life education, school social work service, school support services, hotline and counseling services etc.

About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. We have the largest team of financial planners 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 31 May 2013

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 17 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 97 per cent subsidiary in Sri Lanka, a 26 per cent joint-venture in India and a representative office in Myanmar.

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\$147 billion as of 31 May 2013.

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 27 million individual policies and over 16 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").

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AIA invited Hotspur legends Ossi Ardiles and Ledley King to participate “AIA-Tottenham Hotspur Youth Football Day”. (From Left to Right) Ossi Ardiles, Ms. Bonnie Tse, General Manager of Marketing and Business Strategy for AIA Hong Kong and Macau, Ledley King and teenagers from The Boys' & Girls' Clubs Association of Hong Kong.



(Right) Hotspur legends Ardiles and (Left) King hosted a youth football clinic for teenagers from The Boys' & Girls' Clubs Association of Hong Kong.



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Ledley King showcased his skills, providing beneficial first-hand experience to young football fans.



AIA Hong Kong Facebook fans were also invited to attend the event. Everyone was thrilled to be able to obtain autographs from the two football Legends.