



**AIA Hong Kong**

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**Media Release**

**AIA Hong Kong's 'Let's Go! Love Your Heart!' Campaign Promotes Healthy Living in the Community  
AIA Volunteer Team Reaches out to Over 1,000 People with Heart Health Tips**

**Hong Kong, 28 May 2013** – Organised by AIA Hong Kong, the 'AIA Healthy Living - Let's Go! Love Your Heart!' campaign has ended on a high note. AIA Volunteer Team, comprising financial planners and staff, enthusiastically participated in this campaign, dedicating their time and efforts to conduct a series of health screening tests in various districts throughout the territory. By actively promoting heart health, the campaign achieved its goal of raising awareness of healthy living and of positive lifestyle choices. It also reinforced AIA Hong Kong's commitment to good corporate citizenship and community engagement by raising funds for the charitable organization, Care for Your Heart.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "We are deeply concerned about the health and medical coverage of the general public. To take our efforts in promoting healthy, active living to the next level, the 'AIA Healthy Living - Let's Go! Love Your Heart!' is the first territory-wide community service programme organised by AIA Hong Kong. The Company united as one team with one purpose to fulfil our corporate social responsibility. Our volunteers showed their love and care for the community by performing medical screening tests to advocate heart health. Remarkable results were achieved as the campaign reached out to more than 1,000 people and provided them with a better understanding of their health condition. By improving awareness of heart health issues, we hope the campaign will encourage the Hong Kong community to make prompt, positive changes to their lifestyle to benefit their long-term health and well-being."

In a demonstration of the Company's long-term commitment to community service, AIA Volunteer Team lent their full support to the 'Let's Go! Love Your Heart!' campaign. A team of more than 140 volunteers, formed by financial planners and staff, participated in the events by contributing 220 service hours. The enthusiasm of the volunteers in reaching out to the community from the bottom of their hearts earned the support of local celebrities. TV stars Louisa So and Alice Chan, as well as top models Qiqi and Eunis Chan also joined the activities held in different districts. They all called on the public to lead healthier lifestyles and to stay heart healthy.

"Heart disease was the second leading cause of death and more than 6,000 deaths in 2012," Ms. Leung Yim Ching, Chairman of Care for Your Heart said. "Many Hong Kong people face heavy stress in their daily lives and lack regular exercise. Obesity and many chronic conditions contribute to increased risk for heart disease, but these potential risks are often neglected by people. The mission of Care for Your Heart is to raise public awareness of heart health. With its effective community outreach and education on heart disease prevention,

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the 'Love Your Heart!' campaign organised by AIA Hong Kong is a big step forward for our cause. We also appreciate AIA Hong Kong's efforts to raise funds for Care for Your Heart to support the care and rehabilitation of heart disease patients.

The 'Love Your Heart!' campaign was held from December 2012 to March 2013. A total of eight street health screening and fundraising activities were organised in different districts throughout the territory. AIA Volunteer Team measured the Body Mass Index (BMI) and blood pressure of members of the public. A 'Healthy Goodie Bag' which contained a heart-shaped pedometer, an apple and a 2013 calendar with useful healthy tips, were also given away with every donation of HK\$10 or more. In addition to increasing public awareness and attention to healthy living, the campaign raised HK\$50,000 to help heart disease patients.

Please visit [www.aia.com.hk/zh-hk/about-aia/about-us/community-investment/medical/medical.html](http://www.aia.com.hk/zh-hk/about-aia/about-us/community-investment/medical/medical.html) for a recap of the 'AIA Healthy Living - Let's Go! Love Your Heart' campaign.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (third from right); Ms. Juliet Cheung, Head of Human Resources of AIA Hong Kong and Macau (fifth from right); are accompanied by Ms. Leung Yim Ching, Chairman of Care For Your Heart (second from right); celebrity Ms. Louisa So (fourth from right) and two representatives of AIA Voluntary Team at the launch of the "AIA Healthy-living - Let's Go! Love Your Heart!" campaign.

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An AIA volunteer (left) reached out for public support of the 'Love Your Heart!' campaign. A 'Healthy Goodie Bag' which contained a heart-shaped pedometer, an apple and a 2013 calendar with useful healthy tips, were also given away with every donation of HK\$10 or more.

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#### **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 30 November 2012*

#### **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\$134,439 million as of 30 November 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 25 million individual policies and over 13 million participating members of group insurance schemes.

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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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