



**THE REAL LIFE  
COMPANY**

**AIA Group Limited**

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## Media Release

### **AIA Announces Sponsorship of Tottenham Hotspur Football Club**

**HONG KONG, 15 August 2013** – AIA Group Limited (“AIA”, stock code: 1299), the largest pan-Asian insurance company, announced today that it has entered into an agreement to become English Premier League football club Tottenham Hotspur’s Cup Shirt sponsor for the 2013/2014 season.

AIA’s sponsorship will see AIA displayed on the Club’s shirts during all three knock-out cup competitions: English FA Cup, Capital One English League Cup and Europa League. Tottenham Hotspur, also known as Spurs, is one of the top ranked teams in the English Premier League and has a following of over 180 million people globally and 80 million in Asia. The Club is one of only three clubs to have won the FA Cup eight times or more and have won the Capital One English League Cup on four occasions. They were the first British club to win a European trophy after lifting the European Cup Winners’ Cup and have also won the Europa League, when it was known as the UEFA Cup, on two occasions. Last year they reached the Quarter Finals of the Europa League, dismissing some of the European greats along the way.

The AIA Cup Shirt will debut in the first match of the Europa League this season on 22 August against Dinamo Tbilisi.

Mark Tucker, AIA Group Chief Executive and President, said: “AIA is proud to be supporting Tottenham Hotspur. We know that Spurs has a massive fan base in Asia and in general that English football holds an immense and increasing attraction to football fans throughout the region. We are excited by our association with Spurs and to be working with them as we continue to communicate the strength of the AIA brand to consumers in our 17 markets around the Asia-Pacific region.”

Commenting on the partnership, Tottenham Hotspur Chairman Daniel Levy said: “We are delighted to welcome AIA, one of the world’s leading life insurers, as a Tottenham Hotspur Partner. AIA has a unique and long history in Asia, and today is a high-growth company and a clear market leader in their field. We are pleased to have the AIA name on our shirts, particularly given the stature and strength of the AIA brand. We look forward to working closely with AIA over the coming season and introducing our Club to more fans in AIA’s home, the dynamic Asia-Pacific region.”

The sponsorship supports AIA’s new brand position as The Real Life Company. The positioning reflects the Company’s longstanding commitment to be deeply engaged in people’s lives and committed to providing the right financial solutions for customers and their families throughout all of life’s ups and downs.

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AIA and Tottenham Hotspur will work together on a range of brand and marketing initiatives, including incentives for AIA's agents and other partners to drive new business and sales, as well as engagement activities with employees and customers. AIA will also look for opportunities to partner with Tottenham Hotspur on community programmes in AIA's markets across the region.

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### **Contacts**

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#### **News Media**

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#### **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").

#### **About Tottenham Hotspur**

Founded in 1882, Tottenham Hotspur Football Club has a tradition of playing an entertaining and attacking style of football. The team has achieved four consecutive top five Premier League finishes and has a multi-national squad of players.

Tottenham Hotspur also has:

- A global following in excess of 180 million, with strong supporter bases across the UK, the USA, China, Asia and Southern Africa.
- Commercial partnerships with globally-recognised brands including HP, US sportswear giants Under Armour and EA Sports.
- A newly-built state-of-the-art training centre with advanced plans for a new world class stadium development that will sit at the heart of a major regeneration for North London

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- An award winning Foundation that has created nearly 2 million opportunities to help enhance the lives of people in its local community through education, employment, health and social inclusion programmes.

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