



AIA Hong Kong

AIA Financial Centre,
712 Prince Edward Road East,
Kowloon, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

AIA's Landmark Survey Uncovers: Hong Kong Ranks Amongst Third Lowest of 15 Asia-Pacific Markets in Terms of Healthy Living Index

Internet Addiction Strikes Not Just Young Adults But All Ages and Genders

Hong Kong Adults Show Highest Level of Sleep Deprivation

89% of Young Adults Claim Worsening Health Compared to 5 Years Ago

Preference for Sedentary Stress Relief Among Young Adults Exacerbates Health Threat

Hong Kong, 22 October 2013 – Hong Kong scores 58 out of a possible 100 points in the 2013 AIA Healthy Living Index, the AIA Group's landmark survey of over 10,000 adults across 15 Asia Pacific markets. This 58 score places Hong Kong in a low 11th rank, tied with two other markets. The survey also uncovers new modern-day threats to healthy living such as internet addiction and being over-weight. Internet addiction is a growing threat that will exacerbate health problems in a society where sedentary lifestyles are quite prevalent given the general lack of free outdoor space/facilities.

Mr Mark Tucker, Group Chief Executive and President of AIA said, "AIA is very committed to helping people across the region live longer, healthier lives. By investing in this unique and extensive multi-country survey in Asia-Pacific, we are keen to identify and to enhance awareness of the key trends that impact the health of adults across the region, such as the new modern-day threats to healthy living in this year's findings, especially pronounced in Hong Kong."

Internet Addiction Strikes Not Just Young Adults But All Ages and Genders

Most likely due to its high internet penetration, quite a high proportion of Hong Kong adults (64%) admit that online activities and social networking are becoming addictive – significantly higher than the regional average of 56%. The actual internet addiction in Hong Kong and across the region is most likely higher than reported percentages since addiction is generally difficult for someone to admit. Internet addiction is especially a problem among those under 30 years old, with 70% admitting such an addiction.

Surprisingly, 58% of the mature adults aged 45 to 65 also admit to being addicted to online activities – much higher than regional average of 36%. In Hong Kong, online addiction for females is as high as for males (64% vs. 63%) – again much higher than regional averages of 54% and 57% respectively for females vs. males. This addiction trend will also be fuelled by young boys and girls growing up with the internet as an integral part of their lives. The pervasiveness of internet addiction across age and gender in Hong Kong does not bode well for Hong Kong given the negative impact such addiction has on less time for exercise, less time for sleep and also bad for the posture.

Hong Kong Adults Show Highest Level of Sleep Deprivation

While the vast majority of Hong Kong adults view sufficient sleep as the top driver of healthy living, a massive 86% of those under-30 year-old admit spending time online prevents them from getting enough sleep.

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Moreover, of the 15 markets surveyed, sleep deprivation is highest in Hong Kong with a 'sleep gap' of 1.8 hours compared to the regional average of 1.2 hours and also much higher than Hong Kong's neighbouring markets of Macau and China (sleep gaps of only 1 hour and 1.1 hour respectively). In Hong Kong, the sleep gap is even larger among adults under-30 at 1.9 hours.

89% of Young Adults Claim Worsening Health Compared to 5 Years Ago

Despite their youth, a staggering 89% of Hong Kong's young adults under 30s say that their health is not as good as 5 years ago, against a similar stunning claim among 86% of all adults which is the highest across the region. This is a worsening trend compared with two years ago, when only 75% of Hong Kong adults said their health is not as good as five years ago.

Preference for Sedentary Stress Relief in Young Adults Exacerbates Health Threat

Despite very high (95%) concerns about obesity among the younger generation and 65% of all adults saying they want to lose weight, inertia seems to be more the norm of Hong Kong people's lifestyle.

Part of the larger negative impact to health amongst the younger adults can be explained by a look at their ways of dealing with stress. 62% of the younger, under-30 adults in Hong Kong prefer spending time online or watching TV/movies as ways to relieve stress. This contrasts starkly with comparable regional average of only 44%. In Hong Kong, preference for sedentary modes of de-stressing tends to be higher among young adults compared with all adults: such as watching TV/movies (60% vs. all adults 54%) and playing computer/mobile games (47% vs. all adults 36%).

Almost 8 in 10 (79%) Hong Kong adults concede that spending time online prevents them from getting adequate exercise. Younger under-30 adults also fare poorly in terms of exercise, with only 61% saying they exercise regularly and spending, on average, only 2.3 hours a week exercising, in contrast to their counterparts in China with 75% exercising on average 4 hours a week. Just under half (48%) of the Hong Kong's young under-30 adults use exercise to relieve stress, drastically lower than their counterparts in the neighboring markets (Macau: 74%, China: 53%).

The main conclusion is: the 2013 Healthy Living Index findings for Hong Kong show some alarming signs for the future. With pervasive and very high internet addiction exacerbating already a rather sedentary lifestyle – especially among the younger under-30 adults – Hong Kong's Healthy Living Index seems unlikely to improve in the future.

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Mr Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "Hong Kong's poor performance in terms of healthy living is definitely a wakeup call. Our 2013 survey confirms the importance of healthy living. We are very committed to being a real life partner to the people of Hong Kong. Therefore, we are stepping up our efforts to develop products and services that would encourage positive changes toward healthier behaviours among the people of Hong Kong. We are committed to beginning a wellness journey with our customers and the community at large."

Launched in 2011, the AIA Healthy Living Index is a survey conducted to understand how people feel about their health and the extent of their health habits, as well as their concerns and hopes for a healthier way of life. Commissioned by the AIA Group and conducted by TNS, an independent, global research company, the survey involved one-to-one interviews with 10,245 adults 18-65 years old (including 600 adults in Hong Kong) across the 15 markets of China, Hong Kong, Macau, Singapore, Malaysia, Thailand, Korea, Taiwan, India, Indonesia, the Philippines, Vietnam, Australia, New Zealand and Sri Lanka.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau and Ms. Louise Fu, Practice Head of Qualitative of TNS unveil the key findings of AIA's 2013 Healthy Living Index survey. The aim of this survey is to encourage positive changes toward healthier behaviours among the people of Hong Kong.

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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 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 financial planners 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").

AIA Hong Kong
Ms. Peony Cheng
+852 2881 4413

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903

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