



**THE REAL LIFE
COMPANY**

Media Release

AIA Proudly Supports HKRT U16 Tottenham Hotspur Training for AFC U16 Championship *Promoting the Development of Local Football and Encouraging Healthy Living in Hong Kong*

Hong Kong, 22 May 2014 – AIA today announced its sponsorship of the Hong Kong Under 16 Representative Team (“HKRT U16”) for a football training camp with English Premier League football club Tottenham Hotspur in the UK. The training camp will prepare HKRT U16 for the finals of the 2014 Asian Football Confederation (“AFC”) U16 Championship taking place in September in Thailand. It is unprecedented HKRT U16 has qualified for the finals of the AFC U16 Championship since the launch of the Championship. The sponsorship further demonstrates AIA's commitment as “The Real Life Company”, in promoting the development of local football and encouraging healthy living in the community.

“We are proud to sponsor the HKRT U16 training camp at Tottenham Hotspur. The key reason that AIA is actively involved in supporting football – both through HKRT U16 and also as a Partner of Tottenham Hotspur – is our belief that football has the power to teach young people the value of healthy living, teamwork and perseverance – and that this in turn will help them not only on the sporting field but also in life more generally,” said Ms. Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau. “AIA has served Hong Kong for more than 80 years, and truly understands the value the public place on health and wellness. As we grow our business, AIA, the Real Life Company, maintains a strong focus on providing opportunities for people to engage in healthy activities and supporting the wellbeing of people and communities in Hong Kong. HKRT U16 has opened a new chapter for youth football in Hong Kong with its achievement in qualifying for the finals of the AFC U16 Championship. We wish all members of HKRT U16 a fruitful and rewarding trip to Tottenham Hotspur and look forward to seeing them perform their best in the finals of the AFC U16 Championship to scale new heights and bring honour home.”

Mr. Mark Sutcliffe, Chief Executive Officer of Hong Kong Football Association, said, “The HKRT U16 has made history by qualifying for the finals of the AFC U16 Championship. This is a fantastic achievement and demonstrates the potential of Hong Kong footballers. The team now faces a tremendous challenge: competing against the best international teams in Asia in the final stage in Thailand. It is of critical importance that we prepare our players as best as possible. This means providing opportunities for them to train more often with top class coaches at the best facilities and to compete against the best teams. The training camp is a perfect way to combine all of these factors and we are indebted to AIA and Tottenham Hotspur for making this dream a reality. Having visited the Tottenham Hotspur training ground myself and seeing the professionalism that permeates every aspect of the club, I know that our young players will gain inspiration and that the experience can propel them not only to success in Thailand but also beyond.”

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Mr. John McDermott, the Academy Manager at Tottenham Hotspur said, "We look forward to hosting the HKRT U16 team at Tottenham Hotspur and we are delighted to help them prepare for the upcoming finals of the AFC U16 Championship. Our Global Coaching team is committed to using the Club's coaching philosophy to develop the game at grassroots level around the world, and has planned a series of activities for HKRT U16, including matches and training with some of the best coaches from the Academy. This unique experience, involving meeting different people and being part of an historic and vibrant footballing culture in a location far from home, will give HKRT U16 real insights into the mechanisms of how professional players work and think. The HKRT U16 team will also have the opportunity to interact with our Academy players and learn first-hand from them. The Club's global partnership with AIA will enhance the extent and quality of the work that we can do in spreading the Tottenham Hotspur coaching philosophy throughout Asia in the coming years."

Twenty-three HKRT U16 members will depart for the Tottenham Hotspur's UK training camp in mid-August. Tottenham Hotspur is one of the top-ranked teams in the English Premier League. To better prepare HKRT U16 for the finals of AFC U16 Championship, a training programme has been specially designed by the Tottenham Hotspur Global Coaching team to further elevate the team's potential and team spirit. The training camp will be a once-in-a-lifetime experience for these players.

The finals of the AFC U16 Championship will be held between 6 and 20 September in Thailand, with participating teams representing 16 Asian countries and territories. The Hong Kong team will play against two-year champion China, last edition's runner-up Japan, and Australia in Group B. The top four teams that proceed to the semi-finals will also qualify for the FIFA U-17 World Cup Chile 2015.

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Ms. Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau (middle row, 7 from left) presents a boarding pass to Mr. Brian Leung, Chairman of Hong Kong Football Association (middle row, 6 from left), Mr. Mark Sutcliffe, Chief Executive Officer of Hong Kong Football Association (middle row, 5 from right) and the HKRT U16 team, signifying AIA's sponsorship of the HKRT U16 team for a football training camp with English Premier League football club Tottenham Hotspur in the UK.



Four HKRT U16 members demonstrate their football skills.

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HKRT U16 members are excited about the Tottenham Hotspur's UK training camp in mid-August 2014.

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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 over 10,000 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. We are also dedicated to providing superb product solution to meet the distinguished financial needs of high net worth customers.

** As of 11 April 2014*

About AIA Group Limited

AIA Group Limited and its subsidiaries 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 30 November 2013.

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AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of financial planners, IFA and brokerage partners, bancassurance partners and employees across Asia-Pacific, AIA serves the holders of more than 28 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 AIA Group Limited (AIA) - one of the world's leading providers of insurance services; 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
- An award winning Foundation that has created over 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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