



**THE REAL LIFE
COMPANY**

AIA Hong Kong

AIA Hong Kong Tower,
734 King's Road,
Quarry Bay, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

AIA Foundation's *Young Leaders Development Programme* Comes to a Close for 2014 University Students Help Rebuild Quake-damaged Homes in Sichuan

Hong Kong, 29 October 2014 – Organised by AIA Foundation, the 17th year of the *Young Leaders Development Programme (AIA YLDP)* came to a successful conclusion on 25 October 2014. Under this year's theme, "A Hand to Lead A Vision to Serve", 14 elite university students completed a series of well-designed training programmes and travelled to Sichuan province, mainland China, to help rebuild homes for those devastated by the earthquake. Through the training activities and the experience of serving others, participants strengthened their understanding of the key traits and qualities of effective leadership, preparing to become young leaders of tomorrow.

Ms Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau, and Director of AIA Foundation said, "As the annual flagship community programme of AIA Foundation, the goal of *AIA YLDP* is to prepare the younger generation to become responsible leaders. As of the 17th year of the programme, we have successfully trained a total of about 450 elite university students. AIA continues to invest significant resources in the programme to develop the selected students. By providing diverse training activities, we also help them enhance their leadership potential as well as fostering the culture of giving back to the community through participating in social services."

14 students from 7 tertiary institutions took part in the 2014 programme. They were selected through a stringent evaluation process. In addition to outstanding academic results (GPA 3.3 or above), students had to have demonstrated great leadership potential, a passion for community service, and a willingness to give back to society.

To become "A Hand to Lead", participants were required to demonstrate their ability and tenacity to overcome adversity via a series of physical and mental challenges at the "Adventure and Leadership Camp". The "Career Workshop" served to help participants forge a path to achieve their ambitions. In "Star Speakers Forums", Dr Dennis Lam, one of 1995's "Ten Outstanding Young Persons of the World", and Dr Ricky Szeto, a local entrepreneur, inspired students' visions by sharing their experience. Through these activities, the young students explored and discovered their own unique qualities that would help them become successful leaders.

"A Vision to Serve" was the other element of the programme. The Foundation sponsored over HK\$80,000 to partner charity "Habitat for Humanity", to arrange the students to visit Qionglai City in Sichuan, which was severely damaged by a 7-magnitude earthquake in 2013. The students visited the affected families and helped to rebuild homes. They also went to Sham Shui Po to improve the living conditions of families in public housing by volunteering a cleaning service to help create a safe, healthy and clean living environment.

At the presentation ceremony, several awards including "Outstanding Young Leaders Award", "My Favourite Young Leader Award", "Outstanding Presenter Award" and "Best Community Project Award", were given to honour students for their excellent performance. Winners of "Outstanding Young Leaders Award" will also enjoy the opportunity of a summer internship at AIA Hong Kong.

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Suki Wu from The Hong Kong Polytechnic University received the most awards. She said, "The programme made me realise that true leadership is all about having a vision and capitalising on your own strengths." Another winner of "Outstanding Young Leaders Award", Carrie Leung from The University of Hong Kong, commented, "Through the programme, I discovered new self-confidence and learned to see things from a different perspective. This will help me make the right decisions in life."

Panda Lee, who has been the coach of the *AIA YLDP's* "Adventure and Leadership Camp" for the past decade, said, "The 5-day camp has always been the most popular programme. Many students nowadays live in a very sheltered environment. A challenging programme like this toughens them up physically and mentally, fosters team spirit and prepares them to become the strong leaders of the future."

Aside from *AIA YLDP*, the *Scholarship* programme is another key AIA Foundation initiative focused on nurturing talent. In 2014, the Foundation invested over HK\$320,000 to fund 22 students from various tertiary institutions in Hong Kong and Macau who were selected for their outstanding academic achievements and social contribution. Since its establishment in 1995, the Foundation has offered over HK\$5.6 million in scholarships.



Ms. Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau, and Director of AIA Foundation (back row, fifth from left), with guests and participants of the 2014 *AIA YLDP*.

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Ms. Bonnie Tse, Director of AIA Foundation (right), presents a sponsorship cheque to Ms. Agnes Tai, Chief Executive Officer of Habitat for Humanity Hong Kong.



Students from 2014 AIA YLDP visit quake-damaged Qionglai City in Sichuan and help rebuild homes for those affected.



Students from 2014 AIA YLDP challenge themselves and test their perseverance in the "Adventure and Leadership Camp".

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** As of 31 May 2014*

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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 (excl. Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$159 billion as at 31 May 2014.

AIA meets the 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. AIA currently serves the holders of more than 28 million individual policies, more than 120,000 corporate clients and over 16 million participating members of group insurance schemes.

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AIA Hong Kong
Ms. Peony Cheng
+852 2881 4413

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903