



**THE REAL LIFE
COMPANY**

AIA Hong Kong

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Media Release

“AIA Vitality” New Television Campaign Launched to Inspire Hong Kong People to Take Charge of Their Health and Earn Rewards

Hong Kong, 2 November 2015 – AIA Hong Kong has launched a new television commercial for its “AIA Vitality” programme. The campaign brings to life the “AIA Vitality” programme’s compelling concept – that pursuing a healthy lifestyle provides not only physical but also mental rewards, with upfront premium discounts and a variety of lifestyle privileges.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “The promotional campaign for our game-changing ‘AIA Vitality’ programme launched earlier has received an overwhelming response and strong support. This new television commercial goes a step further by familiarising more people with ‘AIA Vitality’ and the instant and comprehensive rewards it offers to incentivize healthy behaviours. As ‘The Real Life Company’, we hope the new television campaign will prompt viewers to reflect on the enduring benefits of a healthy lifestyle and to put thought into action by exercising regularly and maintaining a balanced diet.”

The new television commercial is a key component of the “AIA Vitality” promotional campaign. The Company has also launched a dedicated website featuring the latest information on the “AIA Vitality” programme. In addition, an Instagram Challenge will run between 18 November and 9 December 2015. People who post their photos to Instagram with specific hashtags (four themes including #AIAVitalityfood, #AIAVitalityhiking, #AIAVitalityexercise and AIAVitalitytravel), will stand a chance to win attractive prizes. People will also be invited to share their health tips and to spread the message of healthy living.

The full 60-second version of the new television commercial debuted on TVB Jade today. In addition to television, the “AIA Vitality” promotional campaign will extend to print advertisements, outdoor billboards, newspaper advertisements and online advertising. A TVC making-of video will also be launched shortly to encourage people to pursue a healthier life.

For more details on “AIA Vitality”, please visit the programme website: takecharge.aiavitality.com.hk.

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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*, now over 11,000, as well as an extensive network of brokerage and bancassurance partners who serve more than 1.8 million customers. Our products range from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

** As of 31 May 2015*

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 a presence in 18 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 representative offices in Myanmar and Cambodia.

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\$172 billion as of 31 May 2015.

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 agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 29 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").

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