



AIA Hong Kong

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Media Release

“AIA Vitality” Presents UA Cinema Double Free Tickets Promotion

Hong Kong, 1 February 2016 –“AIA Vitality”, a programme introduced by AIA Hong Kong, has enjoyed an overwhelming response from customers since its launch. Under the programme, customers who join as “AIA Vitality” members are rewarded¹ for pursuing healthy behaviours. Members can also enjoy an upfront premium discount of 10% for the first policy year² and earn “AIA Vitality” Points to increase the premium discount to up to 15%. In 2016, “AIA Vitality” members can take advantage of a “double benefits”^{3,4} promotion while new members⁵ will also be eligible for a fee waiver for the first year of “AIA Vitality” membership (valued at HK\$300), a special reward to encourage them on their journey to health.

From now until 31 March, “AIA Vitality” members will have the opportunity to redeem twice the number of free UA Cinema movie tickets in February and March by registering through the “AIA Vitality” website or hotline. Members who register in February will enjoy ‘double benefits’ for a two-month period, while those who register in March will enjoy the promotional reward for one month.

To register, all “AIA Vitality” members need to do is connect their UA Loyalty Club (UALC) membership to “AIA Vitality”. By walking 7,500 steps each day in any 10 days in a month, members are entitled to redeem one free movie ticket or a maximum of two tickets in a month. During the “double benefits” promotional period from February through March, eligible members can redeem a maximum of four tickets in a month and as many as eight tickets within two months. In addition to a membership fee waiver, new members will also enjoy a variety of lifestyle rewards offered to existing members by 16 programme partners.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “We are pleased to partner with UA Cinema to offer the enhanced reward of ‘double free tickets’ in an effort to inspire and mobilise more customers to take their first step on the journey to wellness. This is an effective way of motivating customers to lead healthier lifestyles. In addition to encouraging customers to exercise regularly, our ‘AIA Vitality’ programme rewards them with double the number of free movie tickets to enrich their lives. This promotion is underpinned by our brand promise to be ‘The Real Life Company’ and our commitment to help customers take charge of their health.”

For details of the free movie ticket redemption, please visit the programme website: takecharge.aiavitality.com.hk/ua or call our registration hotline at 31081968.

Note:

1. Please refer to the member’s guide or visit aiavitality.com.hk for details of partners and offers.
2. Please visit AIA’s website aia.com.hk for details of the insurance products included in the “AIA Vitality” programme. To be eligible for “AIA Vitality” membership, customers must be aged 18 or above and must be the Life Insured of an in-force “AIA Vitality” Series insurance policy. Premium discounts are applicable to standard premiums only (additional premiums not included).
3. Please refer to the relevant terms and conditions. AIA reserves the right of final decision.
4. These are e-coupon issued by UA Cinema and are subject to relevant terms and conditions.
5. Must be the Life Insured of an in-force “AIA Vitality” Series insurance policy.

“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

About "AIA Vitality"

Introduced by AIA Hong Kong, "AIA Vitality" is an incentivised wellness programme which redefines the traditional concept of insurance. The game-changing programme comprises three steps, namely, "Know your Health", "Improve your Health" and "Enjoy the Rewards", to help customers take charge of their health and be rewarded. Built on a science-backed wellness programme, "AIA Vitality" encourages customers to become healthier and rewards them for the healthy choices they make with premium discounts and privileged offers from programme partners. For details on "AIA Vitality", please visit the programme website: www.aiavitality.com.hk.

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 more than 12,000 financial planners*, 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 December 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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