



**THE REAL LIFE  
COMPANY**

**AIA Hong Kong**

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**Media Release**

**AIA Hong Kong Celebrates 85th Anniversary with “AIA Vitality Weekly Challenge”  
Gives Away 850,000 Free Starbucks Drinks**

**Hong Kong, 8 August 2016** – AIA Hong Kong today announced the launch of “AIA Vitality Weekly Challenge”, one of Hong Kong’s largest wellness incentive campaigns in terms of dollar amount, in celebration of AIA’s 85th anniversary in Hong Kong. The new campaign invites all AIA customers of individual life insurance policy(ies)<sup>1</sup> in Hong Kong and Macau to experience the spirit as well as the rewards of the innovative wellness programme “AIA Vitality” for free, thus encouraging more customers to lead healthier lives and to experience the fun of enjoying rewards. With no string attached, the campaign will give away a total of 850,000 Starbucks drinks<sup>2</sup> valued at over HK\$21million, on a first-come, first-served basis.

From today onwards, AIA customers of individual life insurance policy(ies)<sup>1</sup> in Hong Kong and Macau, including existing members of “AIA Vitality” are invited to join “AIA Vitality Weekly Challenge”. Simply by achieving the weekly activity target, eg. 7,500 steps each day on any five days in a week to earn 250 points<sup>3</sup>, participating customers may get a free Starbucks drink<sup>4</sup>. Customers can join at any time during the 12-week campaign period. Each participant may redeem up to 12 Starbucks drinks, worth a total of HK\$/MOP300. The campaign will end on 30 October. Customers are encouraged to join earlier to get more free drinks.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong & Macau, said, “AIA has been committed to helping customers meet their protection and savings needs since beginning our operations in Hong Kong in 1931. As ‘The Real Life Company’, we fulfil our brand promise through our commitment to the economy and community of Hong Kong. Following the launch of the game changing wellness programme ‘AIA Vitality’ last year to advocate healthy living, AIA is pioneering the market again by presenting ‘AIA Vitality Weekly Challenge’. By offering spectacular incentives, this initiative encourages healthy, active lifestyles and invites customers to celebrate AIA Hong Kong’s 85th anniversary with us. We look forward to having all AIA customers in Hong Kong and Macau join the results-proven wellness programme that is ‘AIA Vitality’ as it will help them live healthier while earning exclusive rewards along the way.”

Members of “AIA Vitality” enjoy an instant 10% premium discount on selected insurance products<sup>5</sup> and an array of offers and rewards from our partners. The programme has proven to be effective in motivating customers to proactively pursue healthy lifestyles since its launch nearly one year ago. Below are some of the notable examples:

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- Members have walked a total of 12 billion steps<sup>6</sup>. This is equal to walking a total distance of 9.6 million kilometres (10,000 steps = 8 kilometres), which is equivalent to circling the earth 240 times, or traveling 12 times to and from the earth and the moon;
- Members have earned a total of 40 million AIA Vitality Points<sup>6</sup>;
- Members have received more than 25,000 free UA cinema movie tickets<sup>6</sup> worth over HK\$1.87 million (HK\$75 for each ticket) using points earned;
- Members have redeemed more than 3,000 Mannings vouchers<sup>6</sup> via membership status upgrade;
- 7 out of 10 customers who have purchased AIA Vitality selected insurance products have become AIA Vitality members<sup>7</sup>.

Riding on the success of “AIA Vitality” achieved in the first year, AIA Hong Kong is launching “AIA Vitality Weekly Challenge” to encourage more customers to adopt a healthy lifestyle and to enjoy the rewards along the way. Customers simply visit [aia.com.hk/V](http://aia.com.hk/V) to register and receive the promotion code<sup>8</sup>. After downloading the “AIA Vitality Weekly Challenge” mobile app at Apple Store or Google Play, customers should sign up/login to activate the account and find out their Vitality Age. They can then link a designated fitness device or mobile app to the “AIA Vitality Weekly Challenge” mobile app to earn points for rewards. Participants may receive a Starbucks drink<sup>3</sup> for free by earning 250 points through achieving the weekly activity target.

To support the launch of “AIA Vitality Weekly Challenge”, AIA Hong Kong has launched a new “AIA Vitality” commercial. Centred around the theme of “Earn rewards for your healthy lifestyle” the commercial brings to life the unique concept of the “AIA Vitality” programme: Customers who purchase AIA Vitality selected insurance products will receive an instant 10% premium discount<sup>5</sup> and an array of offers and rewards from our partners. Whichever way members choose to kick-start their healthy lifestyle, whether it is by being active or taking the more leisurely approach of adding more fruit and vegetables to their diet, or by not smoking, or going for a body check, they can earn points and upgrade their status for more discounts and rewards. To encourage people to live healthier, the marketing campaign will later be extended to include online and social media, print and outdoor advertisements.

For more details on “AIA Vitality”, please visit [aiavitality.com.hk](http://aiavitality.com.hk).

Vitality Active Weekly Challenge App Download:



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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong & Macau, announces the official launch of “AIA Vitality Weekly Challenge” which will give away 850,000 free Starbucks drinks. All AIA customers of individual insurance policies in Hong Kong and Macau are invited to experience the spirit as well as the rewards of the innovative wellness programme for free, and to celebrate AIA Hong Kong’s 85th anniversary.



Customers who successfully complete the “AIA Vitality Weekly Challenge” can redeem a free Starbucks drink\* by presenting the e-coupon at selected Starbucks branches in Hong Kong and Macau.

\*Starbucks handcrafted beverage equivalent of HK\$/MOP25 value or below. Any amount above HK\$/MOP25 will be charged.

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

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Notes:

- <sup>1</sup> Existing policyholders and/or insured persons of AIA, and are maintaining in-force individual life insurance policy(ies) with AIA during the period from 8 August 2016 to 19 October 2016 (both days inclusive); and are aged 18 or above; and are holding a valid identity document issued by the Hong Kong SAR or Macau SAR governments.
- <sup>2</sup> Limited to 850,000 drinks, first-come, first-served.
- <sup>3</sup> Weekly target will automatically reset on Mondays and may be adjusted.
- <sup>4</sup> Starbucks handcrafted beverage equivalent of HK\$/MOP25 value or below. Any amount above HK\$/MOP25 will be charged.
- <sup>5</sup> The premium discount is only applicable to AIA Vitality selected insurance products. Please visit AIA Hong Kong’s website [aia.com.hk](http://aia.com.hk) - “AIA Vitality”.
- <sup>6</sup> According to internal statistics of AIA (as of July 2016).
- <sup>7</sup> According to internal statistics of AIA (June 2016).
- <sup>8</sup> Customers can register via the designated webpage ([aia.com.hk/V](http://aia.com.hk/V)) starting from 8 August 2016 at 15:00 to get a promotion code. Each customer is allowed to register once. Points and rewards are not transferrable or cannot be exchanged or redeemed for cash or any substitutes.

### **About AIA Vitality**

AIA Vitality is a game changing wellness programme which redefines the traditional concept of insurance, aims to reward customers to live a healthy lifestyle. Purchase any AIA Vitality selected insurance product and receive an instant 10% premium discount and an array of rewards and discounts from our partners. Simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status for more discounts and rewards.

### **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 approximately 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 February 2016

### **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 49 per cent joint venture in India and representative offices in Myanmar and Cambodia.

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The business that is now AIA was first established in Shanghai almost a century 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\$181 billion as of 31 May 2016.

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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