



## AIA Hong Kong

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## Media Release

### ***AIA Vitality* Offers Triple Rewards to Inspire Customers to Lead Healthier Lives**

**Hong Kong, 6 May 2016** – *AIA Vitality*, a wellness programme launched by AIA Hong Kong last year, offers premium discounts and a myriad of lifestyle rewards to encourage customers to get start on their journey to a healthier life. To further motivate customers to sustain a healthy lifestyle, *AIA Vitality* is introducing triple rewards, including a two-month premium refund, fitness wristband welcome gift and lucky draw, inspiring customers to live life with Vitality.

#### First promotional reward:

From now to 29 June 2016, successful applicants for Selected *AIA Vitality* Series Insurance Plans<sup>1</sup> including the newly launched “Superior Critical Illness Plan Pro” and “Cancer Guardian” Series are be eligible for a two-month premium refund. This is on top of the instant 10% premium discount when they join “AIA Vitality”, hence, up to 25% premium saving for the first year.

#### Second promotional reward:

From now to 29 June 2016, new *AIA Vitality* members will receive a trendy fitness wristband. The first 100 new customers who register will receive a Jawbone UP2 fitness wristband and the others a Mi Band.

#### Third promotional reward:

For the three-month period from now to 31 July 2016, a total of 48 winners will be picked from the monthly lucky draw. *AIA Vitality* members can enter the Monthly Reward Lucky Draw<sup>2</sup> by registering at [aia.com.hk/zh-hk/aia-vitality-luckydraw.html](http://aia.com.hk/zh-hk/aia-vitality-luckydraw.html). Winners will walk away with fabulous prizes such as a tablet or a smart watch by a renowned US brand, a Samsung Gear S2 Classic smart watch or a Polar Loop 2 fitness wristband.

Mr Jacky Chan, Chief Executive Officer of AIA Hong Kong & Macau, said, “Perseverance is vital for us to pursue a healthier lifestyle. *AIA Vitality* offers a comprehensive range of rewards all year round to inspire more customers to kick-start their journey into wellness. Going beyond premium refunds, this new round of privileges includes practical welcome gifts such as fitness wristbands to equip, engage and empower customers to be more conscious of their daily exercise and uplift their levels of fitness. By helping customers to lead healthier lives, we are fulfilling our brand promise as ‘The Real Life Company’.”

For details of the promotional rewards, please visit [www.aia.com.hk](http://www.aia.com.hk).

#### **Note:**

1. Selected *AIA Vitality* Series Insurance Plans are *AIA Vitality* Series: Superior Critical Illness Plan Pro and the basic plan(s) or rider(s) of Cancer Guardian Series.
2. Trade Promotion Competition Licence Number: 47043

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**AIA Vitality Welcome Gift** (From now until 29 June 2016):

**AIA Vitality** Customers who successfully apply for AIA Vitality membership can receive a trendy fitness wristband\*:

Enjoy instant 10% premium discount and a wide range of lifestyle rewards + Welcome Gift

Jawbone UP2 (For the first 100 members only) or Mi Band

(Image is for reference only)

Get a trendy fitness wristband by becoming a new *AIA Vitality* member.

**AIA Vitality Monthly Reward Lucky Draw** (From now until 31 July 2016):

**AIA Vitality** members can register online for the Monthly Reward Lucky Draw to be one of 48 winners of:

**New AIA Vitality Monthly Reward Lucky Draw**

Renowned American brand tablet (value at HK\$3,888)

Renowned American brand smart watch (value at HK\$2,688)

Samsung Gear S2 Classic smart watch (value at HK\$2,888)

Polar Loop 2 fitness wristband (value at HK\$980)

Register Now

The earlier you register, the more chances you have!

Online Registration Period	Lucky Draw Date	Announcement Date
3 May 2016 13:00 to 31 May 2016 23:59	8 June 2016	15 June 2016
1 June 2016 00:00 to 30 June 2016 23:59	8 July 2016	15 July 2016
1 July 2016 00:00 to 31 July 2016 23:59	8 August 2016	15 August 2016

\* For the terms and conditions of AIA Vitality Monthly Reward Lucky Draw, please refer to: [aia.com.hk/en/aia-vitality-luckydraw.html](http://aia.com.hk/en/aia-vitality-luckydraw.html) Trade Promotion Competition Licence Number: 47043

(Image is for reference only)

Enter the *AIA Vitality* Monthly Lucky Draw for a chance to win fabulous prizes including a famous US brand tablet, a smartwatch, a Samsung Gear S2 Classic smart watch or a Polar Loop 2 fitness device.

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### **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 members to become healthier and rewards them for the healthy choices they make. Customers will enjoy an instant 10% premium discount, and a variety of lifestyle rewards as well as privileged discounts offered by the 16 programme partners. For details on *AIA Vitality*, please visit the programme website: [aiavitality.com.hk](http://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 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 a representative office in Myanmar and Cambodia.

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\$168 billion as of 30 November 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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