



**THE REAL LIFE
COMPANY**

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Media Release

**AIA Hong Kong and Macau Launches Industry-First Corporate “AIA Vitality”
“Vitality GO” Weekly Challenge Gives Away Free Starbucks Drinks,
Promotes a Healthier Workforce and Better Productivity for a Win-win**

Hong Kong, 18 January 2017 – “AIA Vitality”, the game-changing wellness programme launched by AIA Hong Kong and Macau, has proven to be effective in motivating customers to proactively pursue a healthy lifestyle. The Company today announced its expansion in the corporate market with the first all-round corporate wellness programme – Corporate “AIA Vitality”. This pioneering programme aims at helping corporate clients develop healthy and energetic workforces by offering fabulous incentives to encourage employees to embark on the journey to good health. Building on the positive momentum of “AIA Vitality Weekly Challenge”, the Company is also kicking off “Vitality GO” Weekly Challenge which will give away free Starbucks drinks. “Vitality GO” invites all eligible employees of AIA’s corporate clients in Hong Kong and Macau to experience the spirit as well as the rewards of the wellness programme.

Hong Kong people are known for their diligence. A recent study revealed that Hong Kong has the longest working hours in the world with an average of 50 hours¹ per week. The combination of long working hours, high levels of fatigue and an unhealthy lifestyle is taking its toll on the people of Hong Kong. In the “AIA SME Group Medical Protection Survey 2015”, nearly 90% of the respondents admitted to having worked while sick in the past 12 months. Of this group, nearly 40% said they were frequently required to work while ill. Sick people are typically less productive and consequently lower the overall productivity of the company. These findings highlight the urgency of improving the health of employees.

Corporate “AIA Vitality” redefines employee benefits

Mr Jacky Chan, CEO of AIA Hong Kong & Macau, said, “Deeply rooted in Hong Kong and Macau for over 60 years, AIA’s employee benefits business has been providing group insurance protection to more than half a million employees². As the market leader, we recognise the close connection of the health of employees and the productivity of the company they work for. The New Year is a perfect time to spark positive change by extending the proven ‘AIA Vitality’ programme from individual customers to now include corporate clients. To support the launch of Corporate ‘AIA Vitality’, we are rolling out the ‘Vitality GO’ Weekly Challenge.”

This corporate wellness programme encourages employers and employees to jointly take their first steps on the journey to good health. “The programme redefines employee benefits by helping organisations enhance their operational efficiency so they can contribute more to the long-term competitiveness of Hong Kong and Macau’s economy. It also delivers our brand promise to be ‘The Real Life Company’ by helping people live healthier, better and happier lives. I hope the half a million employees of AIA’s corporate clients will participate in the ‘Vitality GO’ Weekly Challenge,” Mr Chan added.

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Corporate “AIA Vitality” is the first all-round corporate wellness programme in Hong Kong and Macau specially designed for corporate clients. By simply being active in their daily lives and maintaining a healthy diet, employees of AIA’s corporate clients earn points to upgrade their health status for access to more perks and rewards from programme partners. In addition to reaping the benefits of a healthier lifestyle, employees who purchase AIA Vitality selected insurance products³ will enjoy an instant premium discount⁴ of 10%. The programme complements traditional group insurance by promoting better health to prevent illness and improve fitness to meet the diverse needs and aspirations of employees.

Mr Thomas Lee, Chief Corporate Solutions Officer of AIA Hong Kong & Macau, said, “AIA believes group medical protection and employee wellness programmes are of equal importance as a total benefit solution. AIA has been leading the industry in product innovation by developing responsive solutions that address the needs of organisations of different sizes. Coupled with employee voluntary solutions, we also use digital technology to deliver excellent customer experience.”

Mr. Lee continued, “Since July 2016, we have been inviting selected customers to join the pilot scheme of Corporate ‘AIA Vitality’. So far, 20 companies spanning different industries including banking, retail and telecommunications have enrolled. This all-round corporate wellness programme has received strong endorsement from employers of companies participating in the pilot scheme.”

Healthier workforce, better productivity for a win-win situation

Corporate “AIA Vitality” benefits both employees and employers. As well as steering employees towards healthier behaviour, the programme provides them with a variety of attractive rewards and instant premium discounts when they purchase their own insurance. For employers, a healthy team means potentially lower medical claims, reduced absenteeism, increased productivity and higher staff morale, all of which contribute to better recruitment and retention.

Additionally, AIA Hong Kong & Macau will provide corporate clients with full support. A dedicated account manager will be assigned to assist companies to implement the programme. They will also organise various wellness activities throughout the company’s participation. Regular reports will also be provided to employers to keep them informed of their organisation’s overall health progress and related outcomes.

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Join the “Vitality GO” Weekly Challenge and enjoy free Starbucks drinks by achieving the weekly activity target

Riding on the success of “AIA Vitality Weekly Challenge”, AIA Hong Kong & Macau is launching the “Vitality GO” Weekly Challenge. Featuring similar promotional mechanics, this campaign is designed especially to help AIA’s corporate clients motivate eligible employees to lead healthier lives. Participating employees need to simply earn 250 points by hitting the weekly activity target, i.e. walking 7,500 steps or above each day on any five days in a week (Monday-Sunday) for a free Starbucks drinks⁵. The campaign will end on 12 March. Employees are encouraged to join earlier to enjoy more free drinks.

Notes:

¹ Source: UBS “Prices and Earnings” study 2015.

² Source: Internal information of AIA (<https://www.aia.com.hk/en/our-products/employee-benefits.html>)

³ AIA Vitality selected insurance products include Super Good Health Medical Plan 2, CEO Essence Medical Plan 2, Cancer Guardian Series and Superior Critical Illness Plan Pro.

⁴ Members can enjoy an instant 10% off the premium for the first policy year and earn “AIA Vitality” Points to increase the premium discount to up to 15%.The premium discount is only applicable to AIA Vitality selected insurance products. Please visit AIA Hong Kong’s website aia.com.hk “AIA Vitality”.

⁵ Starbucks handcrafted beverage equivalent of HK\$/MOP25 value or below. Any amount above HK\$/MOP25 will be charged.

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Mr Jacky Chan, CEO of AIA Hong Kong & Macau (centre);
Ms Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong & Macau (left) and
Mr Thomas Lee, Chief Corporate Solutions Officer of AIA Hong Kong & Macau (right)
officiate the launch of Corporate “AIA Vitality”.

The market’s first all-round corporate wellness programme creates a win-win situation
by enhancing employees’ health and productivity.



Mr Jacky Chan, CEO of AIA Hong Kong & Macau
invites all eligible employees of AIA’s corporate clients to join as members of Corporate “AIA Vitality” and to
participate in the “Vitality GO” Weekly Challenge to win free coffee.

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

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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 product¹ and receive an instant 10% premium discount² and an array of rewards and discounts offered by 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.

Notes:

¹ AIA Vitality selected insurance products include Super Good Health Medical Plan 2, CEO Essence Medical Plan 2, Cancer Guardian Series and Superior Critical Illness Plan Pro.

² Members can enjoy an instant 10% off the premium for the first policy year and earn “AIA Vitality” Points to increase the premium discount to up to 15%.The premium discount is only applicable to AIA Vitality selected insurance products. Please visit AIA Hong Kong’s website aia.com.hk “AIA Vitality”.

About Corporate “AIA Vitality”

Corporate “AIA Vitality” is the market-first all-round corporate wellness programme specially designed for group insurance customers. It helps employers to develop a healthy and energetic team by offering fabulous incentives to encourage eligible employees of corporate clients pursuing a healthier lifestyle. The programme creates a win-win situation for both employees and employers. Participating employees of AIA’s customers enjoy an array of rewards and discounts from our partners and premium discount when purchasing individual insurance protection. Supported by comprehensive service, the programme also helps employers to increase productivity, higher staff morale and enhance competitiveness.

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 over 13,000 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 Nov 2016

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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.

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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