



**THE REAL LIFE
COMPANY**

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Media Release

**New Members to “AIA Vitality” Enjoy up to 100% Cashback
on Purchases of Selected Fitness Devices**

Hong Kong, 2 February 2017 – “AIA Vitality”, the game-changing wellness programme from AIA Hong Kong & Macau, gives premium discounts and a myriad of lifestyle rewards to encourage customers on their journey to a healthier life. To help sustain healthy habits, the Company is taking the programme a step further, by introducing the first-ever cashback programme for purchases of fitness devices. Now, in addition to earning points to reach Gold or Platinum Status by being active every day and maintaining a healthy diet, new members of “AIA Vitality” can receive up to 100% cashback* on purchases of selected fitness devices. There are other rewards too, with travel coupons being given away every week in the new round of the “AIA Vitality” Weekly Challenge Lucky Draw.

Mr Jacky Chan, CEO of AIA Hong Kong & Macau, said, “As the real life partner of our customers, AIA recognises that perseverance is vital to the pursuit of a healthy lifestyle, and that offering attractive rewards is an effective way of encouraging people to lead a more active lifestyle. Through innovative promotions and sponsorship, “AIA Vitality” motivates our customers to live healthier every day. With a warm encouraging welcome to new members, “AIA Vitality” offers a cashback of up to 100% on purchases of fitness devices. By supporting more people on their journey to a healthy lifestyle, we fulfil our commitment of helping people live healthier, better and happier lives.”

Up to 100% cashback on purchases of selected fitness devices for new members

The latest “AIA Vitality” promotion runs for 3 months, 1 February – 30 April 2017. New members who buy selected fitness devices, including brands such as Fitbit, Garmin and Polar, or the world’s best-selling smartwatch[^] and reach designated “AIA Vitality” Status in the first year, will enjoy cashback on their purchases: Gold members receive 50%, and Platinum members are given 100%, up to a maximum HK\$/MOP3,000.

To reach Gold, members need to accumulate 20,000 points within a year. Walking 7,500 steps 5 days a week, members earn 13,000 points a year. They can earn another 7,000 points by using health assessments on the online “AIA Vitality” platform or by buying fresh fruit and vegetables at designated merchants etc. To reach Platinum, members need to earn a further 10,000 points. They can do this with health-related activities such as joining a large-scale sports event, going for a health or dental check-up and having vaccinations.

“AIA Vitality” Weekly Challenge Lucky Draw

When AIA Hong Kong & Macau first launched the “AIA Vitality” Weekly Challenge Lucky Draw, they called on customers to take up the challenge of staying true to their healthy resolutions. There was an overwhelming response, with more than 200,000 entries in the draw. To sustain this momentum, the Company is initiating a new round of the “AIA Vitality” Weekly Challenge Lucky Draw. For 11 weeks, 6 February – 23 April 2017, the Company is giving away travel coupons. For the first 10 weeks, HK\$6,000 will be given away in coupons to two winners each week. For the final draw, Week 11, the two winners will each receive a travel coupon for HK\$12,000.

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

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Entry is automatic for "AIA Vitality" Weekly Challenge mobile app users, and they just need to remain active. Walking 7,500 steps on each of any five days in a week, they earn 250 points and are included in the lucky draw for that week.

New participants also gain free entry in the lucky draw with no strings attached. There is no need to purchase additional insurance. They just need to download the "AIA Vitality" Weekly Challenge mobile app, sign up for an account and enter the promotion code[#] to log in. They can then link their fitness or mobile device to the "AIA Vitality" Weekly Challenge app to earn points for rewards. When they achieve the weekly activity target, they earn 250 points for automatic entry in the lucky draw for that week and a chance to win fabulous prizes.

*For details of terms and conditions of the cashback and lucky draw, please visit: aia.com.hk.

[^]Information source: International Data Corporation (IDC) Worldwide Quarterly Wearable Device Tracker (Press Release), 21 July 2016

[#]AIA customers please enter: AIA; non-customers please enter: 8888

Trade Promotion Competition Licence No.: 48344-54

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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, CEO Essence Pearl Medical Plan 2, Cancer Guardian Series, Cancer Guardian Pearl 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".

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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 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

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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