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## PRESS RELEASE

### FILM STAR LOUIS KOO AND CELEBRITIES COME OUT IN FORCE FOR “STAR WARS: THE LAST JEDI” HONG KONG PREMIERE PRESENTED BY AIA HONG KONG

**December 14, 2017 Hong Kong** - The Force was strong at apm as over 1,300 eager *Star Wars* fans and celebrities showed up in costume to attend the Hong Kong premiere of the hugely anticipated *Star Wars: The Last Jedi*. AIA Hong Kong was the proud sole sponsor of the gala premiere, while the venue was generously sponsored by apm.

Adding glitz and glamour to the exclusive event was film star and producer Louis Koo-Tin Lok, who is known for being an ardent collector of *Star Wars* memorabilia and a long-time fan of the *Star Wars* series. Also making an impact with his appearance was Kylo Ren in his new look accompanied by First Order stormtroopers. Koo joined executives from The Walt Disney Company (Hong Kong) Limited and AIA Hong Kong to officiate the stylish opening ceremony set in an imposing *Star Wars* Space Station.

Celebrities in attendance last night included Irene Wan, Gregory Wong, Zac Kao, Lee Yee Man and Brian Chan. They were spotted taking selfies with various *Star Wars* characters including the iconic First Order stormtroopers. Guests were also invited to experience the exclusive virtual reality experience “*Star Wars: Droid Repair Bay*” and enjoy exclusive shopping privileges at the pop-up stores.

“As one of the most popular entertainment franchises ever, *Star Wars* has been able to amass an immense fan base as the stories resonate so deeply with everyone because it’s the foundation story of good versus evil. Together with AIA Hong Kong and apm, we are bringing to our guests the next chapter of the *Star Wars* saga and some of the iconic characters from a galaxy far, far away. I stand here humbled and incredibly grateful, seeing the strong force and passion among our *Star Wars* fans,” Kerwin Lo, Vice President and General Manager, The Walt Disney Company (Hong Kong and Taiwan) Limited.



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Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, ‘This Premiere event is exclusively arranged for our business partners to show our appreciation for their continuous support over the years. We are committed to providing customers a wide range of appropriate and convenient insurance services with our business partners. By sponsoring the Hong Kong premiere of “Star Wars: The Last Jedi”, we present to our valued business partners the exclusive privilege of being among the first to enjoy the latest chapter in this classic movie series. It also symbolises our long-term and sustainable partnership with business partners being “The Real Life Company” of our customers anytime, anywhere and help them live longer, healthier and better lives.’

In Lucasfilm’s *Star Wars: The Last Jedi*, the Skywalker saga continues as the heroes of The Force Awakens join the galactic legends in an epic adventure that unlocks age-old mysteries of the Force and shocking revelations of the past.

*Star Wars: The Last Jedi* opens in cinemas on Thursday, December 14, 2017.

### **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 are a leading life insurance provider in the Hong Kong and Macau market with a comprehensive range of life insurance products and services including individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance and investment-linked products.

### **AIA Hong Kong Partnership Distribution business**

AIA Hong Kong’s well-established multi-channel distribution team is dedicated to building strong, diversified touch points – from brokers and independent financial advisors to banks - to serve customers. This offers a full range of compelling products and services that meet customers’ needs, goals and priorities. By forming long-term and sustainable partnerships with business partners, AIA provides a comprehensive range of customised products and services as well as tailored solutions with professional financial advice to cater to customers’ needs in an ever-changing environment, supporting them as they navigate through their life stages.



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### **About AIA**

AIA Group Limited and its subsidiaries 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, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

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\$200 billion as of 31 May 2017.

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. AIA 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 30 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”).

### **About *Star Wars: The Last Jedi***

In Lucasfilm’s *Star Wars: The Last Jedi*, the Skywalker saga continues as the heroes of *The Force Awakens* join the galactic legends in an epic adventure that unlocks age-old mysteries of the Force and shocking revelations of the past.

The film stars Mark Hamill, Carrie Fisher, Adam Driver, Daisy Ridley, John Boyega, Oscar Isaac, Lupita Nyong’o, Andy Serkis, Domhnall Gleeson, Anthony Daniels, Gwendoline Christie, Kelly Marie Tran, Laura Dern and Benicio Del Toro.

*Star Wars: The Last Jedi* is written and directed by Rian Johnson and produced by Kathleen Kennedy and Ram Bergman. J.J. Abrams, Tom Karnowski and Jason McGatlin are the executive producers.

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### Photo Captions



Seen at the stylish opening ceremony of “*STAR WARS: THE LAST JEDI*” Hong Kong Gala Premiere were film star and long-time fan of the *Star Wars* series Louis Koo-Tin Lok (middle); Mr. Kerwin Lo, Vice President and General Manager, The Walt Disney Company (Hong Kong and Taiwan) Ltd (second from right); Mr. Peter Crewe, Chief Executive Officer, AIA Hong Kong & Macau (second from left); Ms. Bonnie Tse, General Manager, Business Strategy and Marketing, AIA Hong Kong & Macau (first from left); and Ms. Pauline Teoh, Chief Partnership Distribution Officer, AIA Hong Kong & Macau (first from right).

**STAR**  
THE LAST JEDI  
**WARS**  
Gala Premiere

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Kylo Ren made an impact with his new look, accompanied by First Order Stormtroopers.

**STAR**  
THE LAST JEDI  
**WARS**  
Gala Premiere

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