



Press Release

**EVERYONE IS COMING TO THE CARNIVAL THIS YEAR
THE AIA GREAT EUROPEAN CARNIVAL RETURNS**

Hong Kong (21st December 2017) – The AIA Great European Carnival opens TODAY at Hong Kong's Central Harbourfront, and everyone is coming, even Rita Ora!

The carnival returns for the 4th year, more beautiful than ever, bringing a whole new experience. This year's new attractions include The Great Circus of Europe, with artists performing seemingly impossible feats of physical and mental coordination; a week-long series of Billboard Radio Live Show, in a rare intimate setting under the big top; and, for the littlest member of the family - Paddington's Pop-Up London, immersive experience dome where you can paint your own bear to enter an amazing adventure in Virtual London!

The Great Circus of Europe is a heart-pounding show with fun for the entire family; Billboard Radio Live Shows feature more than 10 international, regional, and local pop superstars, including Rita Ora, Far East Movement, Khalil Fong, Eve Ai, Supper Moment, ToNick and Dear Jane. Concerts will be taking place from 14th – 20th January 2018, and tickets are available now at www.tgec.asia.

This year The AIA Great European Carnival is bringing 34 rides and attractions, one third of which are brand new to Hong Kong. There are new rides in juvenile, family and thrill categories. Carnival Games have a brand-new look, but Hong Kong's favourite skill games are all there. And of course, over 1 million branded cuddly toys – both favourites and new – are being unpacked ready to be won.

But there is more



Fans of the AIA Real Life Zone will be happy to know it's back this year with even more fun-filled activities, visitors will enjoy unparalleled immersive experiences made possible by Augmented Reality (AR), which will take them on an adventure from Africa Safari to polar region by merging the real and virtual world. Come to test it out!

And for the junior drivers in the family we have the first AIA Great European Carnival Driving school. Kids can learn and experience the fun of driving; and receive their own Driving License issued by Tesla. So, book your tickets now.

Free sports activities in January staged in cooperation with Hong Kong's leading sport associations, Cricket Hong Kong, Hong Kong Baseball Association, Hong Kong China Dragon Boat Association, Hong Kong Football Association Limited, Hong Kong Lacrosse Association, Hong Kong Rugby Union, Hong Kong Shuttlecock Association Limited, Hong Kong Squash, The SF&OC Sports Legacy Company Limited and the Hong Kong Netball Association.

And yes, there will be dozens of new selfie installations for visitors to make their own carnival moments.

Asian to International food choices are available at the carnival with the support of our food vendors, Cali Mex, Candy Boys, Eclipse, Iconic Hot Dog, Mavericks Burgers, Roasted & Smoked, Scorchios and Spud Gun.

Michael Denmark, Chief Executive Officer of The Great European Carnival Limited, says "We are thrilled to present The AIA Great European Carnival to the people of Hong Kong with the ongoing support from our title sponsor, AIA Hong Kong. This year, in addition to the traditions Hong Kong has come to expect, we've added a beautiful new look and feel, new rides, attractions and games. Gandey's The Great Circus of Europe, a thrilling and heart-pounding



circus show; more Billboard concerts, and the special adorable Paddington’s Pop-up London for the kids, introduce a new range of entertainment options.”

“It’s a new experience this year, and the city of Hong Kong is invited to enjoy its holidays at its favorite family entertainment tradition - The AIA Great European Carnival. The next 67 days provide fun and entertainment opportunities for all ages to create their memories.” Denmark continued.

Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong & Macau, said, “The AIA Great European Carnival has become the annual signature event of the city’s festive calendar. We are thrilled that this family event gives us the valuable opportunity to interact and connect directly with the public. It infuses the community with positive energy, while enhancing AIA’s brand image, linking us even closer with happy and heartwarming experiences. This exemplifies our commitment of creating shared value and putting our brand promise of being ‘The Real Life Company’ into action, helping people live longer, healthier and better lives.”

Ticket Information

Adult tickets at HKD130 including 10 E-tokens; children and concession tickets at HKD90 including 7 E-tokens; free admission for age below 3, and 65 and above. Entry only tickets at HKD 40. Free entrance to the AIA Great European Carnival on the same day is included with any purchase of The Great Circus of Europe or Billboard Radio Live show ticket. Get your tickets at www.tgec.asia NOW!

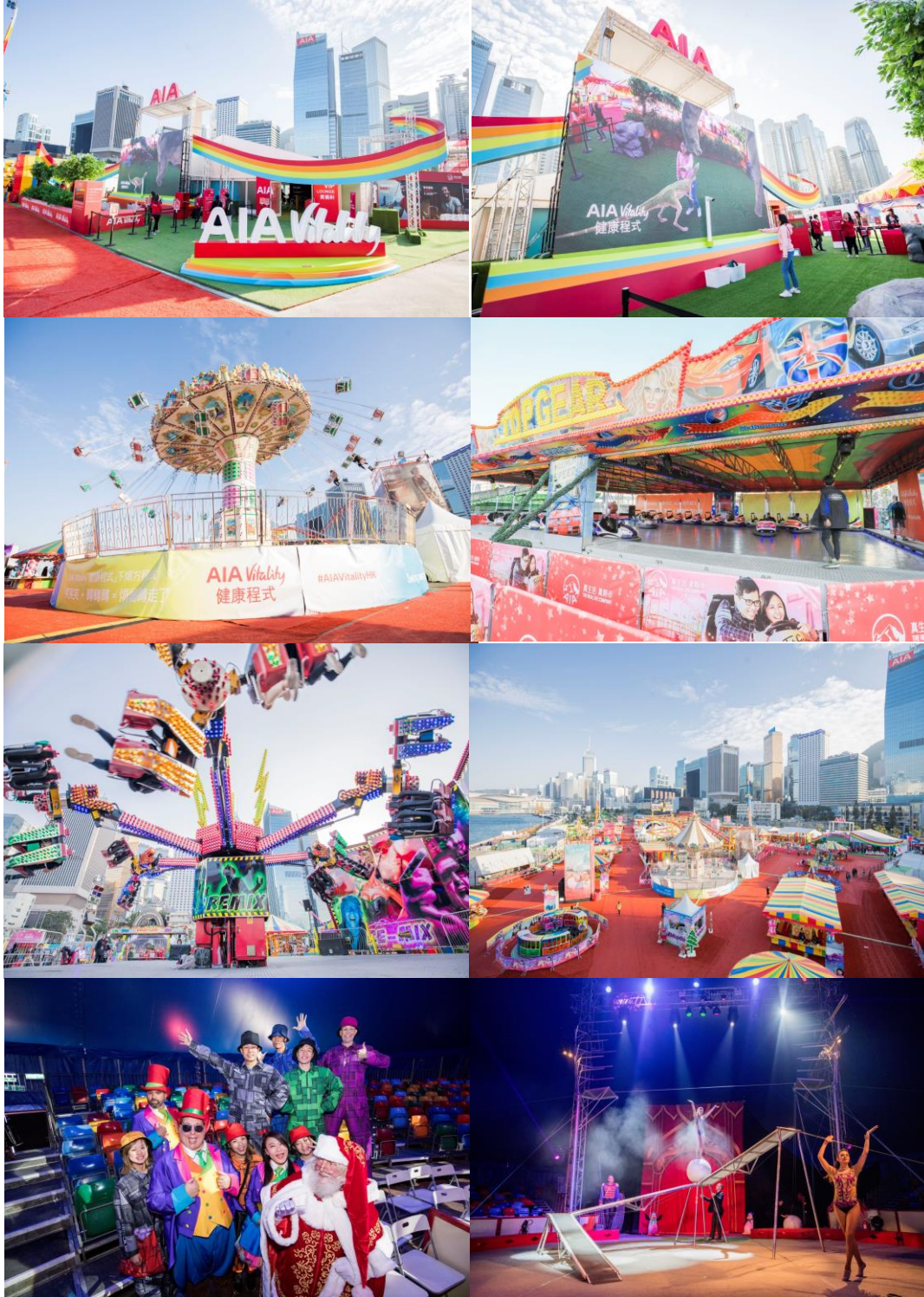
Please visit www.tgec.asia for details.

The AIA Great Europe Carnival provides visitors with RFID swipe cards to access and enjoy rides, games, food and beverages. Visitors can easily top up their RFID swipe cards at convenient top up stations located throughout the carnival.



Mr. Knattapisit Krutkrongchai, Head of Business Strategy, AIA Hong Kong and Macau (second from left, front row), and Mr Michael Denmark, Chief Executive Officer of The Great European Carnival Limited (first from right, front row) invite Hong Kong people to visit
The AIA Great European Carnival.

AIA
The Great European
★ CARNIVAL ★
友邦歐陸嘉年華



The AIA Great European Carnival opens today through 25th February 2018.



ABOUT THE GREAT EUROPEAN CARNIVAL (TGEC)

The Great European Carnival Ltd (TGEC) is the producer of Hong Kong’s annual AIA Great European Carnival. The Great European Carnival takes place each year between December and February, at the Central Harbourfront Event Space next to the Hong Kong Observation Wheel. The event features amusement rides, carnival skill games, a community stage, pop concerts and special attractions. This year the AIA Great European Carnival will operate from Thursday 21st December 2017 to Sunday 25th February 2018.

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. To date, we have over 14,300 AIA financial planners ¹ as well as an extensive network of brokerage and bancassurance partners. We serve more than 2.7 million customers ², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, 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.

¹ as at 30 June 2017

² as at 31 January 2017

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, 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. 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 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”).

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FACT SHEET ON THE GREAT CIRCUS OF EUROPE AND BILLBOARD RADIO LIVE IN HONG KONG 2018

THE GREAT CIRCUS OF EUROPE

- **The Great Circus of Europe operated by Gandey World Class Productions**
- **More than 25 experienced performers from countries including, England, Colombia, Kenya, Mexico, and Morocco**
- **The Gerlings have been medal winners at both the International Circus Festival of Monte Carlo and the Wuqiao International Circus Festival this year with their acts**
- **Highlight acts: "Motorcycles in The Globe", "The Gerlings High Wire Act" and "Space Wheel"**
- **Tickets prices range from HKD150 to HKD400**

MOTORCYCLES IN THE GLOBE – requires perfect concentration and nerves of steel as the motorcycle riders travel at speeds over 100 kph in a steel-mesh sphere. The riders have to know the exact position of every other rider in the cage to avoid collision. Their bodies battle a G-force of 4.5 which requires a very strict fitness regime for all the riders, to ensure their bodies can conquer the strain as they ride upside down through 360 degrees.

The GERLINGS HIGH WIRE ACT - combines a perfect sense of balance with teamwork of the highest possible standard. Each move is performed almost 8 meters above the circus ring on less than 6cm thick steel wire stretched 10 meters across the tent. When performing their jaw-dropping 7-person high-wire pyramid in the roof of the Big Top, it is estimated that the GERLINGS exert a pressure of about one ton on the single wire which must remain tightly stretched to overcome its natural tendency to revolve.



SPACE WHEEL - The SPACE WHEEL will make approximately 52 rotations during each and every performance, through which the performer will walk, jump and skip. The performer travels nearly half a kilometer during each performance - a total of more than 62 km on the SPACE WHEEL in Hong Kong.

BILLBOARD RADIO LIVE IN HONG KONG 2018

- **The Billboard Radio Live in Hong Kong 2018 is presented by American Express**
- **Shows from 14th – 20th January 2018 at the Big Top**
- **Pop Superstars from local to regional will be featured**
- **Tickets prices range from HKD550 to HKD850**

14th January 2018 – Hong Kong Rock Bands Mash Up Night

One of the biggest Hong Kong rock bands - Supper Moment with the opening act by the Hong Kong breakthrough rock band – ToNick

16th January 2018 – Taiwan Powerhouse Diva Night

The 28th Taiwan Golden Melody Awards - Best Female Vocalist Mandarin, Powerhouse Diva : Eve Ai's debut show in Hong Kong. Special guests: Jason Chan & Phil Lam

17th January 2018 – Canton Pop-Rock Love Songs Night

Hong Kong's Hottest Pop-Rock band - Dear Jane's first show of 2018

18th January 2018 – Get Close with an International Pop Singer

International Pop Singer RITA ORA's first public show in Hong Kong with the opening act by Taiwan Hip-Hop Newcomer J.Sheon



19th January 2018 – Hip Hop / EDM Party Night

LA-based Hip-Hop & EDM Legends, the first Asian-American artists with a Billboard Hot 100 No.1 song - Far East Movement's first show in Hong Kong ! Surprise appearance from a very special guest

20th January 2018 – The Grand Finale Show

The 28th Taiwan Golden Melody Awards - Best Male Vocalist Mandarin, Soul R&B Artist – Khalil Fong, featuring R&B Singer Song Writer – Diana Wang