



**THE REAL LIFE
COMPANY**

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Media Release

AIA's Global Ambassador, David Beckham, Visits Hong Kong to Promote Healthy Living

Hong Kong, 6 September 2017 – AIA's Global Ambassador, David Beckham, will be joining AIA's Healthy Living Tour in Hong Kong. He will be hosting a series of activities to promote healthy living and AIA Vitality's philosophy – a game-changing insurance concept; which promotes a lifestyle conducive to well-being.

During his stay in Hong Kong, Mr. Beckham will be advocating the benefits and importance of a healthy lifestyle at events which involve AIA Vitality members, financial planners, partners, and employees of AIA Hong Kong.

Ms. Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong and Macau, said, "It gives us great pleasure to have David Beckham, AIA's Global Ambassador, visit Hong Kong again. He can join us in promoting important messages around health awareness. Our AIA Vitality members have been treated to an exclusive opportunity to interact face-to-face with the global icon: an experience of a lifetime. AIA Vitality is a long-term strategic business which creates shared value for various aspects of our society. Looking ahead, we will continue to encourage everybody to embrace a healthy lifestyle through this platform, fulfilling our brand promise as 'The Real Life Company'."

"I am delighted to support AIA's brand commitment to helping people live longer, healthier and better lives. I have always believed that a positive attitude towards healthy living can be reflected in the smallest details of our daily lives. Just by taking a small step, we can bring immense changes to our lifestyle for the better. For me, healthy living is all part of a balanced, sustainable lifestyle," AIA's Global Ambassador, David Beckham commented.

From now until 8 September, AIA Vitality members can join our AIA Vitality Healthy Living Photo Contest by sending a "healthy living" photo plus an explanation as to why they joined AIA Vitality via AIA Hong Kong Facebook inbox message. The 20 selected winners will have the opportunity of a lifetime to meet David Beckham in person and also take pictures with him.

To learn more about the AIA Vitality Healthy Living Photo Contest, please visit the [AIAHK Facebook page](#)



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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, Super Good Health Hospital And Surgical Rider 2 (SGHR2), CEO Essence Medical Plan 2, CEO Essence Pearl Medical Plan 2, Cancer Guardian Series, Cancer Guardian Pearl Series, Superior Critical Illness Plan Pro, Expert Term Life Plan, Wisdom Term Life Plan, Super Adults Shield, Super Senior Shield and Grand VIP.

² Members can enjoy an instant 10% premium discount 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 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 and expanded its footprint to Macau in the following year. To date, we have over 14,300 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve more than 2.7 million customers², 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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