



**THE REAL LIFE
COMPANY**

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Media Release

**AIA Hong Kong's Third "Love is in Every Moment" Mini-Film Triumphs
with 8 Million Views in 8 Days after Roll-Out**

Hong Kong, 18 January 2018 – AIA Hong Kong's newly-released third "Love is in Every Moment" mini-film has attracted more than 8 million views in Hong Kong within 8 days after social media roll-out and has become an instant hit among netizens. It received a lot of praises from netizens, with many leaving positive feedback, such as: "Truly touching. Best Actress Anita Yuen and the child actress both have delivered an excellent performance; they have great chemistry. This mini-film, which only runs for several minutes, is more powerful than many movies," and "Love is in every moment. Health is most important; cherish those around you and keep the family together."

Ms. Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong & Macau, said, "The new 'Love is in Every Moment' mini-film has achieved very encouraging result, attracting more than 8 million views within 8 days. The sincere and touching storyline, coupled with Anita Yuen and the talented Mia's genuine acting, are cornerstone to the achievement. The mini-film's success underscores the team's efforts in its story development, casting, filming and production. It has made more people realise the importance of expressing their love in time and cherishing their loved ones."

The third AIA Hong Kong's "Love is in Every Moment" mini-film features family love as its theme. It tells the story of a mother facing abrupt changes in her family life. After her husband is diagnosed with cancer, the doctor discovers a tumour in her daughter's brain. With strong family love and support, they finally triumph over the critical illness.

Full version of "Love is in Every Moment" mini-film:

http://www.aia.com.hk/peu_en

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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. 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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