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HONG KONG OBSERVATION WHEEL AND AIA VITALITY PARK CELEBRATE THE ONE MILLIONTH VISITOR

Continued Success and a Strong Vision for Landmark Hong Kong Destination

HONG KONG, 5 July 2018 – AIA Hong Kong (“AIA”) and The Entertainment Corporation Limited (“TECL”) today celebrated the one millionth visitor to the “Hong Kong Observation Wheel” presented by AIA and the AIA Vitality Park at the iconic Hong Kong Harbour Front.

In addition to the one millionth visitor celebration, plans for the second phase development of the site – including the surrounding AIA Vitality Park – were announced. Extensive landscaping, enhanced food and beverage facilities, live entertainment and LED screens will be installed throughout the summer.

The AIA Vitality Park will also continue to host a range of health and wellness-related activities for people of all ages with events that are part of AIA’s commitment to helping people live healthier, longer, better lives.

Iconic landmark at Central Harbour Front

Since reopening in December 2017, the Hong Kong Observation Wheel and AIA Vitality Park have been enthusiastically embraced by the Hong Kong public. The reduced ticket price of HK\$20 for the Hong Kong Observation Wheel and free wellness activities at the AIA Vitality Park has led to a surge in visitor numbers and a soaring satisfaction level of 97 per cent.

The AIA Vitality Park has hosted 57 different classes and events catering to all ages, ranging from youth mini-sports, fitness, yoga, kickboxing, and an introduction to Swing dancing and the Brazilian martial art form Capoeira.

Ng Keng Hooi, AIA Group Chief Executive and President, said: “AIA is proud to be the exclusive principal sponsor of the Hong Kong Observation Wheel and the AIA Vitality Park in Hong Kong where we are headquartered and listed. We are very pleased with what we have achieved so far which was made possible through close collaboration with our partners at TECL.

“The enhancements we have made to the Hong Kong Observation Wheel and the development of the AIA Vitality Park are clear examples of AIA’s commitment to give back to the communities where we operate. We look forward to introducing additional new elements to this iconic landmark that will further promote healthy living and help more people in Hong Kong live healthier, longer, better lives.”





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Michael Denmark, CEO of TECL, said: “Our mission is to create a world-class venue that caters to people of all ages and interests. To do this we will be mixing a range of health and fitness, arts and entertainment, and heritage and community activities in a variety of forms that promote the very best of 21st Century Living.

“We have a great responsibility to the people of Hong Kong to help build a harbour front that is vibrant, engaging and beautiful. Like any park we are continually evolving the landscape and there will always be something new for our visitors to experience every season through our activities, our partnered events and onsite installations.”

Second phase development for the Hong Kong Observation Wheel and the AIA Vitality Park

This summer, additional family entertainment attractions will include a specially-made traditional merry-go-round, a lighthouse slide and a series of live entertainment events.

Local Hong Kong artist Pat Wong has been commissioned to sketch a series of four iconic Hong Kong scenes which will be used as a backdrop for some of the structures and will also feature on a range of merchandise that can be purchased in a soon-to-be opened gift shop.

TECL has also forged collaborative partnerships with other destinations including the nearby Hong Kong Maritime Museum that will include a range of exciting new initiatives.

An Augmented Reality experience will be featured at the Hong Kong Observation Wheel by the end of the year whereby visitors will be able to download a free app to experience historical views, images, videos and narrative of old Hong Kong.

AIA Foundation – the non-profit making organisation set up by AIA Hong Kong to create shared values to society – is also planning to hold a series of fun activities at the AIA Vitality Park.

Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau said: “The Hong Kong Observation Wheel and the AIA Vitality Park have become a key platform for us to engage directly with the community throughout the year, bringing people of Hong Kong as well as overseas visitors fun and fond memories at one of the territory’s most iconic landmarks.

“Through AIA Foundation we are planning to promote a healthy and happy outlook to underprivileged children, helping them to unleash their full potential through quality play in this vibrant, outdoor environment.”





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AIA Vitality

AIA also showcased the vision behind the AIA Vitality Park by sharing the concept of AIA Vitality to encourage customers to live a healthy lifestyle. The science-backed wellness programme, AIA Vitality, has been offering instant and comprehensive rewards to its members to incentivise healthy behaviours. Members accumulate AIA Vitality Points to enjoy exciting rewards and discounts including an instant 10% premium discount or 10% extra cover for selected insurance products¹ as well as lifestyle privileges from a growing roster of programme partners. The more AIA Vitality Points² they earn and the higher their AIA Vitality Status, leading to greater status rewards.

To further motivate members to sustain a healthy lifestyle, AIA Vitality is enhancing its programme, which AIA Vitality members can claim 50 Vitality Points simply by participating in the free health and fitness classes at the AIA Vitality Park and declaring their attendance on AIA Vitality online platform.

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Tickets for the Hong Kong Observation Wheel and for information about events at the AIA Vitality Park, please go to www.hkow.hk or its Facebook page www.facebook.com/hkowofficial/

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 close to 15,000 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 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 31 March 2018

² as at 31 March 2018

¹ For details of premium discount or extra cover, please visit AIA Hong Kong's website aia.com.hk - 'AIA Vitality'.

² For details of exercising points award, please refer to AIA's standard terms and conditions.





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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 in 1919. 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\$216 billion as of 30 November 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”).

About The Entertainment Corporation Limited

The Entertainment Corporation Limited is a group of media and entertainment professionals with solid track record of over 25 years of experience across Asia and Europe. Our team has worked on theme parks, carnivals with amusement rides, music festivals, musical theatre productions, conferences and television and newspapers. Our skillsets include partnership management, design, event production, and large-scale event operations.

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“Hong Kong Observation Wheel” presented by AIA is proud to have reached 1 million visitors.
Mr Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau (Right),
Mr Stuart Spencer, Group Chief Marketing Officer of AIA (Left)
present a “AIA Vitality” gift basket to the 1 millionth visitor (Center).





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(From left to right) Mr Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, Ms Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, Ms Robyn Joseph, Chief Operating Officer of The Entertainment Corporation Limited and Mr Stuart Spencer, Group Chief Marketing Officer of AIA take part in a toasting ceremony during the press conference.

