



## AIA Hong Kong

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## Media Release

### “Miriam Yeung Alex To Concert – Organised by AIA” An Exclusive Music Performance for Customers

**Hong Kong, 8 August 2018** – AIA announces it is presenting the “Miriam Yeung Alex To Concert – Organised by AIA”. The musical spectacle featuring the two superstars is exclusive to AIA’s customers and tickets will not be available for public sale. Taking place at the Arena, AsiaWorld Expo, on 3 October (Wednesday), the concert will see Hong Kong pop diva Miriam Yeung and Asia’s dancing king Alex To perform on stage together for the first time in Hong Kong. It will be an evening filled with moving melodies and exciting stage performances which music lovers look forward to with anticipation.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “Music is an international language, and can also inspire creativity and vitality. By offering this concert exclusively for AIA’s customers, we hope to help them relax through enjoying Miriam and Alex’s stunning performances, so as to fulfil our brand promise of helping people live healthier, longer, better lives. Going forward, we will continue to organise a variety of activities for our customers in order to bring them more joyful and memorable moments.”

Existing AIA customers<sup>1</sup> are invited to participate in a lucky draw for a chance to win tickets to this exclusive concert. From now until 22 August, interested customers only need to visit [www.aia.com.hk/Concert2018](http://www.aia.com.hk/Concert2018) and provide simple details to enter the lucky draw to win two tickets to attend the “Miriam Yeung Alex To Concert – Organised by AIA” (total 500 winners). The list of winners<sup>2</sup> will be announced on 3 September 2018 on the AIA Hong Kong corporate website as well as in Sing Tao Daily and The Standard. For any enquiries, please call the AIA Campaign Promotion Hotline (852) 31081833.

This promotion is organised by AIA Hong Kong and is subject to terms and conditions.

Trade Promotion Competition Licence Number: 50924



<sup>1</sup> Existing AIA customers are defined as policy owners of an in-force individual life insurance policy (as of 23 July 2018).

<sup>2</sup> Winners must remain as policy owners of an in-force AIA individual life insurance policy, to ensure the prize entitlement remains valid.

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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 close to 15,000 AIA financial planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers<sup>2</sup>, 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.

<sup>1</sup> as at 31 March 2018

<sup>2</sup> as at 31 March 2018

### **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”).

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