



PRESENTING SPONSOR



**Around 4,500 Urban Explorers Cleared More Than 200 Checkpoints
in The Second Edition of District Race
Presented by AIA Vitality**

[HONG KONG, May 19, 2019]

District Race presented by AIA Vitality was held today at Central Harbourfront Event Space. The second edition drew around 4,500 participants who navigated their way through Hong Kong using the District Race app that's powered by augmented reality (AR) and location-based technology. Depending on the category that they signed up for, Explorers had between 1 to 4 hours to clear up to 200 checkpoints and challenges.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "AIA Hong Kong has been proactively engaging with the local community by sponsoring and organising various activities. This year, as we mark AIA Group's Centennial, AIA Hong Kong is excited to be the presenting sponsor of District Race for the second consecutive year in the name of 'AIA Vitality'. The event will inspire participants to actively discover the iconic cityscape of Hong Kong, our home city, from a new perspective through cutting-edge augmented reality technology. As we have grown in tandem with Hong Kong, we hope to encourage every member of the community to fulfil their fitness potential and enjoy a better quality of life, as part of our brand promise to help people live healthier, longer, better lives."

Ben Pember, Co-founder and Chief Executive Officer of District Technologies said: "2018 was an amazing year at District as we officially launched our brand and held our first mass events in Singapore and Hong Kong. We've been working hard to take District to the next level and we're super excited to bring the event back to Hong Kong. Our vision for District remains unchanged - to create a technology platform to deliver amazing urban exploration experiences to encourage city dwellers to get outside, get active and explore more but we've also listened to the community and introduced new categories with the option to run the race on your own or as a team."

-End-

Photo Captions

Photo 1

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau (the ninth from the left in the front row), Mr. Knattapisit Krutkrongchai, Chief Marketing Officer of AIA Hong Kong & Macau (the eighth from the left in the front row), and Mr Stewart Lee, Head of Premier Agency of AIA Hong Kong and Macau (the tenth from the left in the front row), cheer on the District Race explorers.

1A:



1B:



Photo 2

Explorers start and finish at the District Base where they also had the opportunity to try out an array of tech-focused activities, fuel up with refreshments and chill to music.



Photo 3

Around 4,500 people participated in District Race Hong Kong.
3A:



3B:



Photo 4

Powered by cutting-edge augmented reality and location-based technology, participants can use the District Race App to navigate their way through the city, collecting as many points as possible by clearing virtual checkpoints and challenges.

4A:



4B:



Photo 5

With no set route or distance, participants can create their own strategy and choose how they explore the eight districts in the heart of Hong Kong, from Sai Wan to Wan Chai.



Photo 6

To create a waste free event, District Race encourages the participants to bring their own bottle to refill the water.



Photo 7

District Race introduces the Discovery category this year, a friendly grid designed for families and beginners. “EQ Mama”, a KOL in Hong Kong, also joined the grid with her daughters and found the race an interesting and joyful way to learn more about the city. All finishers would receive an exclusive District Race Hong Kong, AR enabled, finisher medal.



Photo 8

A 15-year-old student Joanna Chan (the third from the left) with hearing loss, and former president of The Hong Kong Parkinson's Disease Association Winnie Chan (the fifth from the left), have taken part in District Race. Though it is a very hot day, both ladies try their best to get out and explore, to advocate diversity and inclusion.



About District

District Race is created by District Technologies, a joint venture between Singapore-based Exceed Sports and Entertainment, an industry leading sports, lifestyle and technology agency, and Lightweave, an Australian-based experiential technology agency leading the way in virtual reality, augmented reality and new technology.

District Race aims to be the world's greatest urban exploration race. Built around the District app, District Race is powered by a collection of cutting edge technologies including location tracking and augmented reality. By providing engaging and rewarding gamified urban exploration experiences, District exists to create happier, healthier cities and encourage new and innovative ways to be active.

District Race will be returning to Hong Kong and Singapore, and also heading into uncharted territories with events planned for key cities in Europe, Australia and Asia in 2019.

About AIA Vitality

AIA Vitality is a game changing wellness programme which redefines the traditional concept of insurance, it aims to reward customers to live a healthy lifestyle. Purchase any "AIA Vitality" selected insurance product and be an AIA Vitality member[#] to receive an instant 10% premium discount* or 10% extra cover[^] 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.

AIA Vitality membership is only available for Hong Kong and Macau customers. The applicants for AIA Vitality must be 18 years old or above and must be the insured of the in-force policy of an AIA Vitality insurance product.

* The premium discount is only applicable to AIA Vitality selected insurance products. Please visit AIA Hong Kong's website aia.com.hk - 'AIA Vitality'.

^ Extra cover means AIA Vitality Power Up Coverage, which is a percentage of initial Sum Assured added for the sole purpose of computing the death benefit or the major illness benefit for once when it becomes payable.

Follow District Race website and social media for the latest updates and information.

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