



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

**AIA Vitality Brings a 360° Approach to Everyday Life Wellness
Introduces Innovative Sleep Points, Brand-New Lifestyle Rewards, Annual Premium Discount
Shows Success in Motivating Hong Kong People to Live Healthier, Longer, Better Lives**

Hong Kong, 26 September 2019 – AIA Hong Kong announces the launch of brand-new point-earning activities and lifestyle rewards for its AIA Vitality wellness programme. The newly launched “Sleep Assessment” and “Sleep Well” features are specifically designed to promote healthy sleep habits among Hong Kong people while the new “Smart Diet” feature encourages members to follow a healthy diet. These brand-new point-earning activities motivate members to establish healthy lifestyle habits by awarding them points, which could be exchanged for a range of lifestyle rewards. AIA Vitality is also strengthening its lifestyle reward partner base by adding popular brands, such as Starbucks, Hotels.com, MCL (Multiplex Cinema Limited) and HKTV Mall. The surprises do not end here. In addition to an instant 10% premium discount¹, members can continue to enjoy a minimum 10% premium discount² each year as long as they keep up a healthy lifestyle. Significant health improvements have been observed among members since the launch of AIA Vitality, indicating the success of its 360° approach to everyday life wellness in promoting “Healthier, Longer, Better Lives”.

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “As an industry-leading comprehensive wellness programme, AIA Vitality continues to uphold the spirit of innovation and brings more rewards to encourage customers to live a healthy lifestyle. Our survey found that Hong Kong people recognise the importance of sleep to overall health. In order to inspire members to establish healthy habits in their daily lives, we have specially launched point-earning activities that promote both healthy sleep and diet. This enhancement, complemented by a series of new lifestyle rewards, will help members further embrace the concept of AIA Vitality in different aspects of their everyday lives. Our latest figures reveal that AIA Vitality members have achieved significant health improvements since they signed up for the programme, underscoring the programme’s success in helping people to live ‘Healthier, Longer, Better Lives’.”

According to a survey conducted by AIA Group in five countries and regions across Asia-Pacific³, nearly half (47%) of the respondents in Hong Kong sleep five to six hours per night on average. In addition, more than half (54%) of the respondents in Hong Kong worry about not getting enough sleep or wish they could get more sleep. Almost all (97%) of the Hong Kong respondents agree that getting enough sleep will enable them to live “Healthier, Longer, Better Lives”[®]. These findings are a reflection of people’s understanding of the impact of sleep quality on their overall health.

In addition to the newly added point-earning activities, the AIA Vitality wellness programme will continue to bring new rewards and discounts so as to encourage customers to live and breathe the concept of AIA Vitality.

- **Premium Discount or Extra Cover:** Members who purchase a selected AIA Vitality insurance product¹ will receive an instant 10% premium discount¹ or 10% extra cover⁴ in addition to an array of rewards and discounts offered by our partners. As long as members keep up a healthy lifestyle – earning the Gold Member status in the first year and maintaining it from then on, they can continue to enjoy a minimum 10% premium discount² or 10% extra cover².
- **“Sleep Assessment” and “Sleep Well”:** Members who complete the newly added AIA Vitality “Sleep Assessment” via the “AIA Connect” mobile application can get a better understanding of their sleep quality and receive a series of recommendations on how to improve sleep quality while earning AIA Vitality points at the same time. “Sleep Well”⁵ tracks members’ sleep duration and encourages longer and better sleep by allowing members to earn points with a minimum number of accumulated sleep hours per day.
- **“Smart Diet”:** Members can earn points by uploading photos of receipts⁶ after eating “EatSmart Dishes” at participating restaurants under the “EatSmart Restaurant Star+” Campaign launched by the Department of Health.
- **More Lifestyle Rewards:** As AIA Vitality continues to grow its lifestyle reward partner base, members can soon enjoy exciting new rewards including Starbucks gift certificates, HKTV Mall e-Gift vouchers and MCL Cinema tickets. Members can enjoy up to 20% discount⁷ at Hotels.com when traveling the world, exemplifying the idea of living “Healthier, Longer, Better Lives”.

Moreover, the latest AIA Vitality statistics reveal significant health improvements among members since they signed up for the programme, underscoring the vital role the programme plays in promoting health and wellness.

- **Blood Pressure:** 65%⁸ of members have moved from an “unhealthy” to a “healthy” blood pressure level.
- **Glucose:** Close to 80% (79%)⁸ of members have moved from an “unhealthy” to a “healthy” glucose level.
- **AIA Vitality Age:** For members who have assessed their AIA Vitality Age – a reflection of the member’s overall health based on their health, lifestyle, behaviours and clinical measures such as height, weight, blood glucose (sugar) and blood pressure – the age has improved on average by 0.52 years⁸.
- **Body Mass Index Range (BMI):** Over 20% (23%)⁸ of members have moved from an “unhealthy” to a “healthy” body mass index range.
- **Cholesterol Level:** Nearly 40% (37%)⁸ of members have moved from “unhealthy” to “healthy” cholesterol levels.

In addition, AIA Vitality has also shown success in motivating more members to participate in health assessments and regular exercise, indicating the effectiveness of the wellness programme in enhancing health awareness among members.

- **Health Assessments:** Members completed over 171,000 individual health assessments⁹ (including online health assessments, glucose/cholesterol/blood pressure/BMI measures), reflecting an over 14% year-on-year increase⁹.
- **Movie Tickets for Regular Exercise:** Over the past year, more than 1,800 members¹⁰ per day visited UA Cinemas¹¹ in Hong Kong, using tickets redeemed by points earned through exercising - nearly 8 times the number at the initial stage of the programme, indicating the effectiveness of the reward scheme in encouraging more members to develop the habit of physical activity.



Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management of AIA Hong Kong & Macau announces the launch of AIA Vitality's brand-new point-earning activities and lifestyle rewards. The ferris wheel symbolises the programme's 360° approach to everyday life wellness.

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1. Customers are entitled to an instant 10% premium discount for the first year by becoming a member of AIA Vitality. For selected AIA Vitality insurance products and terms, please visit <https://aia.com.hk/aiavitality>. Premium discount is only applicable to the standard premiums of selected AIA Vitality insurance products (including basic and add-on plans) and shall not apply to any extra premiums due to loading.
 2. To enjoy a 10% premium discount, or to get 10% extra cover each year, members must become Gold Members during their first year and maintain Gold Status from then on.
 3. AIA Group had commissioned a market research company IPSOS to conduct a sleep study in June 2019. The study covered 5 markets including Hong Kong, Mainland China, Malaysia, Thailand and Singapore. It interviewed a total of more than 5,000 adults, of which over 1,000 respondents were from the Hong Kong market.
 4. 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.
 5. Members need to wear selected fitness devices.
 6. Members can earn points after eating "EatSmart Dishes" at the "EatSmart Restaurants" recognised by the Department of Health of The Hong Kong SAR Government or selected health dishes at the designated restaurants at Galaxy Macau by uploading the dining receipt to the AIA Vitality mobile app. The uploaded receipt must have the name of the restaurant, date, dishes (one of which should be labeled "EatSmart Dishes" or a designated dish) and the amount spent.
 7. AIA Vitality members can enjoy up to 20% discount off room bookings through the AIA Vitality & Hotels.com co-branded website, based on their AIA Vitality Status, for up to 4 nights per membership year. This AIA Vitality discount applies to participating hotels worldwide (listed on Hotels.com) and applies to one room in the booking and to the highest value nights in that room.
 8. As of 30 June 2019, results are based on trusted health data submitted by members who have done 2 or more health checks at least 3 months apart.
 9. From 1 July 2018 to 30 June 2019; data recorded as of 1 July 2019.
 10. From July 2018 to June 2019; data recorded as of June 2019.
 11. Applicable to Hong Kong members only, they can receive up to two movie credits each month at UA Cinemas by earning at least 1,500 AIA Vitality Points from exercising (750 fitness-related points = 1 movie credit). For more information on AIA Vitality, please visit <https://aia.com.hk/aiavitality>.
- ® The survey question is: Degree of agreement towards sleeping - 97 % of the Hong Kong respondents agree that getting enough sleep will enable them to live "Healthier, Longer, Better Lives"

The above information is for reference only. For the details on AIA Vitality, please visit <https://aia.com.hk/aiavitality>. If there are any discrepancies between the English language version of this Press Release and the Chinese language version, the Chinese language version shall prevail for all purposes.

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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 a selected AIA Vitality insurance product and receive an instant 10% premium discount* or get 10% extra cover[^] for the first year, plus an array of rewards and discounts offered by our partners. As long as you keep up a healthy lifestyle, you can even enjoy a minimum 10% premium discount** or 10% extra cover** each year. Simply by being active in daily life and having a healthy diet, you can earn points and upgrade your status for more offers and rewards.

[#] The annual membership fee for AIA Vitality is HK\$/MOP300. The membership fee may change at any time without prior notice.

* Premium discount is only applicable to the standard premiums of selected AIA Vitality insurance products (including basic and add-on plans) and shall not apply to any extra premiums due to loading. Some of the selected AIA Vitality insurance products may provide offers other than premium discount. For details, please refer to aia.com.hk/aiavitality.

[^] 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. For details, please refer to aia.com.hk/aiavitality.

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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 16,500 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 March 2019 ² as at 31 March 2019

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