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Media Release

AIA to Host its First Regional Online Health and Wellness Event to Promote Healthier, Longer, Better Lives

Hong Kong, 27 July 2020 – AIA, the largest independent publicly listed pan-Asian life insurance group, today announced plans to host its first ever regional online health and wellness event, spanning 13 markets and headlined by AIA's Global Ambassador David Beckham.

AIA Live will be broadcast on Sunday 2nd August and will include more than 30 unique sessions, delivering health and wellness content to inspire, motivate and educate people across the region as part of AIA's commitment to helping them live Healthier, Longer, Better Lives. Key themes will include mental wellbeing, exercise, activity and rest, nutrition, personal growth, as well as light-hearted moments of music and comedy.

AIA Live has been designed to appeal across all age groups and multiple markets, celebrating the cultural diversity of the region while at the same time bringing people closer together to deepen their knowledge of health and wellness in a fun and engaging way.

David Beckham will open and close the event, and also share personal stories on how he and his family have dealt with the extraordinary events of 2020, together with some of the lessons he has learnt. Celebrity chef Jeremy Pang will cook a series of recipes with different ingredients from across Asia, and coaches from AIA's partner Tottenham Hotspur Football Club ("Spurs") will challenge participants to try some easy and fun football skills. They will be supported by more than 20 other regional influencers and keynote guests, bringing together AIA's family of ambassadors for the first time ever.

AIA Live will be hosted on AIA's Healthy Living YouTube channel and AIA Vitality members will be able to earn AIA Vitality Points for taking part. By registering for the event, participants will also earn the chance to win significant prizes including trips to London to watch Spurs play and meet their first team players, as well as signed footballs from David Beckham, virtual cooking lessons with Jeremy Pang, and merchandise from our other ambassadors. AIA also plans to host similar days in Mainland China and India in early September, with tailored content for those markets.

Stuart A. Spencer, AIA Group Chief Marketing Officer, said: “In this COVID world we live in, we see mindsets and behaviours changing and we are committed to keeping connected with our customers and supporting them with knowledge and practical tips for health and wellness. We know our audiences are online now more than ever before and are looking for new ways to stay motivated, active and live a healthy lifestyle – often within the confines of their own home. We are therefore very excited to be presenting *AIA Live*, a first of its kind event, which will be a day of powerful and inspiring content and a meaningful way for us to deliver on our commitment to helping people live Healthier, Longer, Better Lives.”

AIA’s Global Ambassador David Beckham said: “I’m very proud to be involved in *AIA Live* alongside my fellow AIA ambassadors, sharing our thoughts and experiences with people across Asia about how we can live healthier, longer, better lives. We’ve all faced unexpected challenges this year and looking after ourselves, mentally and physically, has never been more important.

“I’ve been lucky enough to see first-hand the transformational work that AIA are doing in markets all over the region to help their customers and communities. I hope people will feel inspired to make the little changes in their lives that can make a big difference and that this unique event will really motivate them.”

Ms. Almen Wong, Founding Teacher of *AIA Live* Hong Kong Wellness Partner, PURE Yoga, will also join this exciting online event to lead a virtual yoga class to teach everyone a few Mindfulness Yoga moves.

To register for *AIA Live* and learn more, please do so here: <https://bit.ly/2WDOILi>.

Reference Information

AIA appointed David Beckham as our Global Ambassador in 2017. As an internationally famous sporting icon and a dedicated family man, David is playing a leading role in helping AIA to promote achievable steps people can take to improve their health and wellness. David makes frequent visits to AIA markets to help drive the Healthier, Longer, Better Lives movement, where he engages with large numbers of AIA customers, agents, partners and employees.

AIA has partnered with Spurs since 2013 and is the Club’s Global Principal Partner. The partnership and the international coaches based in Asia have been used to promote the vital role that active participation in sport plays in helping people to live Healthier, Longer, Better Lives.

AIA teamed up with Jeremy Pang, celebrity chef and founder of the award-winning School of Wok, in 2019 to bring our customers an array of delicious recipes that are perfect for preparing at home. Focusing on healthy, flavour-packed dishes, Jeremy combines his easy-to-follow style with tips, ingredient swaps and wok-loads of recipe inspiration. Jeremy has featured at a number of AIA events including hosting a Dim Sum Masterclass in Singapore as part of our Centennial celebrations. Jeremy's easy-to-follow recipes showcase how simple swaps and healthy combinations can help you live Healthier, Longer, Better Lives.

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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 18,700 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 December 2019

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and mandatory provident fund customers (as at 31 March 2020)

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