



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Study Reveals the Ingredients to Living Healthier, Longer, Better Lives Report Offers a Roadmap to a Health Reset For Hong Kong SAR in the Context of COVID-19

HONG KONG, 17 December 2020 – AIA Group Limited (“AIA”: stock code: 1299) today released findings from a ground-breaking research initiative, “Healthier Together”, revealing the eight key ingredients that go into living “Healthier, Longer, Better Lives” – behaviours and actions that can also help Hong Kong people cope better with the stresses caused by COVID-19.

The study was conducted by global data insights company Kantar Group and involved in-depth interviews with more than 80 experts from a broad spectrum of professional disciplines in Hong Kong and across the Asia-Pacific region. Study findings were then validated through a survey of 6,000 consumers across Asia Pacific, including 500 people in Hong Kong.

Of the six Asia-Pacific markets surveyed, Hong Kong was identified as performing less well than others in its adoption of the eight ingredients, with only 28% adopting four or more.

The survey also revealed Hong Kong’s pathway to improved health and wellness through adoption of the eight ingredients. “Making time to recharge” was highlighted as the easiest first step for people to take, however by far the most influential across all markets, including Hong Kong, was to “have an optimistic outlook”, which was 2.3x more common amongst the top performing people in the survey.

Bonnie Tse, General Manager, Strategy and Wealth Management of AIA Hong Kong & Macau, said: “In the midst of the COVID-19 pandemic, our role in helping people live Healthier, Longer, Better Lives has never been more important. There is more to it than simply getting people to do more exercise, get more sleep and eat more healthily – it’s about finding a holistic recipe for healthier living. The findings of this unique survey have shed light on the tangible actions people can take to improve their physical and mental well-being.”

A significant body of new insights and data was gathered from interviews with academics, life-coaches, psychologists, mental health experts, influential authors, healthcare representatives and influencers from leading institutions, business and government.

The study produced eight specific behaviours that are most influential in helping people live Healthier, Longer, Better Lives. These were:

1. **Have an optimistic outlook:** Look for the positive things in everyday situations, not letting negative events of the past affect the present and finding enjoyment in work.
2. **Be active and engaged:** Be an active member of your wider community, remain socially active with friends and family, and remain physically and mentally active.
3. **Self-motivate:** Focus on your own personal goals, look for ways to make work/tasks/chores more engaging, and see setbacks as learning opportunities.
4. **Understand yourself and your emotions:** Understand what motivates you in life, understand what is important to you in life, and understand your limits/strengths/weaknesses.
5. **Feel a sense of independence:** Feel confident identifying what is right for you, focus time and energy on things you can control, and be capable of improving your mental health.

6. Maintain quality relationships: Focus on giving people your full attention, be open and honest with others, and seek out like-minded people who share similar interests.
7. Never stop learning or exploring: Explore new ideas and engage with new things, challenge your own thinking, and be open to change.
8. Make time to recharge: Create clear boundaries between work and personal time and find ways to recharge your energy levels.

The survey asked the 6,000 participants to rate their performance across these criteria. Key findings for the Asia-Pacific region included:

- An alarming 85% of those surveyed rated themselves as not sufficiently adopting all eight ingredients, leaving just 15% who believed they are. This group of “high performers” in living Healthier, Longer, Better Lives, reported that COVID-19 had less of a negative impact on their health and wellness efforts than the remaining 85%.
- A pathway to improved health and wellness and one that is the easiest first step for people to take is “make time to recharge”.
- By far the most important ingredient across all markets was “an optimistic outlook”, which was 2.3 times more common amongst the group of people that scored highest on the survey.

The complete findings of the AIA Healthier Together study and survey can be viewed at: aia.com/healthiertogether

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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 Mainland China, Hong Kong SAR⁽¹⁾, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR⁽²⁾, New Zealand, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than 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\$291 billion as of 30 June 2020.

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 36 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”).

⁽¹⁾ Hong Kong SAR refers to Hong Kong Special Administrative Region.

⁽²⁾ Macau SAR refers to Macau Special Administrative Region.

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 19,800 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 October 2020

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

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