



AIA Hong Kong

AIA Hong Kong Tower,
734 King's Road,
Quarry Bay, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

AIA Vitality Expands Rewards Offerings with New Partner Emperor Cinemas; Comprehensive Approach to Healthy Living Makes it “Hong Kong People’s Most Preferred Digital Health and Wellness Platform to Help Them Live Healthier”

Hong Kong, 31 March 2021 – AIA Hong Kong announced Emperor Cinemas has joined the AIA Vitality wellness programme as the latest addition to its roster of lifestyle reward partners, expanding the choice of rewards available to its members. By practicing a healthy, active lifestyle, AIA Vitality members can accumulate exercise points to redeem leisure rewards of up to two free movie tickets each month. AIA Vitality has an extensive line-up of reward partners. In addition to a series of existing rewards and offers from a variety of partners including Hotels.com and Emirates, from 1st May onwards, members with sufficient exercise points can redeem free movie tickets at any of the Emperor Cinemas across Hong Kong[#], as well as rewards and offers[^] from Starbucks, MCL Cinemas, HKTVmall, etc.

AIA Vitality is a game changing wellness programme which redefines the traditional concept of insurance. With a wide range of lifestyle rewards and discounts, including health checks, fitness devices, sports equipment, fresh fruits and vegetables, free movie tickets, etc., the wellness programme takes an all-rounded approach that encourages members to maintain a healthy lifestyle.

Its comprehensive approach to promoting healthy living has been well received by the public. According to a recent survey conducted by international research and data analysis firm YouGov, AIA Vitality is Hong Kong people’s most preferred digital Health and Wellness Platform to help them live healthier*, underlining its market reputation and customer recognition.

Ms. Bonnie Tse, General Manager, Strategy and Wealth Management of AIA Hong Kong & Macau, said, “AIA Vitality motivates members with a diverse range of rewards and offers, and integrates the concept of healthy living into various aspects of members’ daily lives. With Emperor Cinemas on board, the wellness programme enables members to enjoy leisurely rewards by keeping an active lifestyle, taking care of both their body and mind. I strongly believe that it is the multi-faceted, interactive design and AIA’s brilliant application of innovative digital technology that enables AIA Vitality to be incorporated effortlessly into members’ daily routines. This has made it Hong Kong people’s most preferred digital Health and Wellness Platform to help them live healthier*, a testimony to our commitment to help people live Healthier, Longer, Better Lives.”

[#] Locations in Hong Kong include Central (Entertainment Building), Tuen Mun (New Town Commercial Arcade), Ma On Shan (MOSTown), Tsim Sha Tsui (iSQUARE), Tsuen Wan (Citywalk) and Tseung Kwan O (The LOHAS).

[^] Subject to membership status. For the relevant terms and conditions, and the latest details of point-earning activities, rewards and offers, please visit aia.com.hk/aiavitality.

* AIA commissioned international research and data analysis firm YouGov to interview 1,020 respondents aged 18 years old or above in Hong Kong in January 2021.

####

About AIA Vitality

AIA Vitality¹ is a game changing wellness programme which redefines the traditional concept of insurance and aims to reward customers to live a healthy lifestyle. Purchase a selected AIA Vitality insurance product and become an AIA Vitality member² to receive an instant 10% premium discount³ or 10% extra cover⁴, and enjoy an array of rewards and discounts offered by our partners. As long as you keep up a healthy lifestyle, simply by being active in daily life and having a healthy diet, you can earn points and upgrade your membership status for more offers and rewards, including up to 15% premium discount⁵ or 15% extra cover⁶.

AIA Vitality is Hong Kong people's most preferred digital Health and Wellness Platform to help them live healthier⁷.

¹ AIA Vitality is not an insurance product that falls under the jurisdiction of the insurance regulation. Annual membership fee is required for joining. An annual membership fee will be charged for AIA Vitality and a member has to renew the AIA Vitality membership annually on time in order to maintain the membership and enjoy premium discount (if any) in the subsequent policy years. The membership fee of AIA Vitality may vary at any time without prior notice. Likewise, programme benefits may be added or removed without prior notice.

² 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 selected insurance product.

³ 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. In all circumstances, the premium discount will be calculated in accordance with the Insured's AIA Vitality status achieved on each policy anniversary. The policy anniversary of AIA Vitality selected insurance products and AIA Vitality membership anniversary may not be the same. For details and offers of AIA Vitality, please visit aia.com.hk/aiavitality.

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

⁵ Members will enjoy 15% premium discount in the subsequent year of policy renewal if they currently enjoy 10% premium discount and maintain the Platinum Status for 5 consecutive years.

⁶ Members will enjoy 15% extra cover in the subsequent year of policy renewal if they currently enjoy 10% extra cover and maintain the Platinum Status for 5 consecutive years.

⁷ AIA commissioned international research and data analysis firm YouGov to interview 1,020 respondents aged 18 years old or above in Hong Kong in January 2021.

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 20,000 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.3 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 31 December 2020

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

AIA Hong Kong
Ms. Deronie Tan
+852 2881 4413

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905