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Media Release

AIA and David Beckham Formally Launch Partnership with the AIA Healthy Living Tour and the 'What's Your Why?' Campaign

David Beckham's Role as AIA's Global Ambassador to Heighten Awareness of Healthy Living in Asia

HONG KONG, 15 September 2017 – AIA Group Limited (“AIA” or the “Company”; stock code: 1299), the largest independent publicly listed pan-Asian life insurance group, announced today the formal launch of its partnership with David Beckham through a major new campaign in the Asia-Pacific region, ‘What's Your Why?’, that reflects the commitment of both parties to helping people live longer, healthier, better lives.

As part of the launch, David Beckham will be undertaking the AIA Healthy Living Tour during the week of 18 September, visiting Hong Kong, Korea, Singapore and Malaysia.

The ‘What's Your Why?’ campaign features a new video that was directed and filmed by Academy Award-winner, Wally Pfister, on location in Bangkok. It conveys personal stories of people and their motivations for leading a healthy lifestyle, including why David Beckham himself leads a healthy life. The film, still photos, and behind-the-scenes interviews with David and other original content will be distributed via multiple platforms, including digital, out-of-home, broadcast and live events.

Understanding that health is about diet as much as exercise, the AIA Healthy Living Tour will also place a focus on healthy eating. In all of the markets that David visits, AIA will arrange events to showcase in a fun way how popular Asian dishes can be served in healthier ways.

Stuart A. Spencer, AIA Group Chief Marketing Officer, said, “We are delighted to be formally launching our partnership with David Beckham through the AIA Healthy Living Tour and the “What's Your Why?” campaign, which highlights the many reasons why people want to live a healthy life. The campaign speaks to AIA's strong commitment to partnering with our customers in 18 markets around the Asia-Pacific region to help them take steps to lead a healthier life.”

David Beckham said, “I'm pleased to be part of the ‘What's Your Why’ campaign, which I hope will resonate with people looking to maintain a healthy lifestyle.

“I'm very fortunate in my life that my career has allowed me to maintain a good level of fitness. People have incredibly busy lives so hopefully there are simple ways that we can help families keep active and healthy.”

In March, AIA entered a multi-year agreement for David Beckham to become the Company's Global Ambassador. In this newly created role Beckham will be present at a number of AIA's most important community and business activities to personify and demonstrate the benefits and the importance of maintaining a healthy lifestyle. These will include events for our customers, agents, partners, employees and the broader community.

For more information please visit: whatsyourwhy.aia.com

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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 Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century ago. 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\$200 billion as of 31 May 2017.

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 30 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").

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