

AIA Singapore

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Real change to health begins at AIAVitality.com.sg

Media Release

FOR IMMEDIATE RELEASE

AIA Singapore Welcomes a Healthy 2017 with AIA Vitality Weekly Challenge

AIA Singapore leverages incentives and mobile technology to motivate active lifestyles in

Singapore

Singapore, **24 January 2017** – AIA Singapore has launched the AIA Vitality Weekly Challenge mobile app which allows members to participate in health-related activities and get rewarded when they hit activity targets.

Members who earn 250 AIA Vitality points in a week from participating in physical activity such as walking, running or gym sessions will be able to redeem Cold Storage, Starbucks or Uber vouchers worth \$5 each week. Members can earn the points simply by clocking 7500 steps a day from walking which translates to 50 AIA Vitality points. They can also choose to work out at AIA Vitality fitness partners and earn 100 AIA Vitality points for every workout.

The AIA Vitality Weekly Challenge is part of AIA Vitality, a comprehensive wellness programme that applies the principles of behavioural science to keep individuals motivated to make healthy choices. The programme also provides the knowledge and tools that enable individuals to understand, monitor and improve their health. To date, AIA Vitality has seen considerable success with its membership growing steadily at 40% year on year.

To participate in the new AIA Vitality Weekly Challenge, AIA customers only need to:

- Join AIA Vitality
- Install the app on their Apple or Android devices and begin tracking their physical activity by linking their fitness devices to the app, or simply use the in-built health tracking functions in your mobile devices
- Start earning the weekly rewards

AIA Singapore is also bringing on board new AIA Vitality medical and retail partners to give members more options for healthy living. This allows individuals with different preferences to discover healthy options that best work for them and develop healthy habits that stick. New partners include healthcare provider, Healthway Medical, nutrition consultancy, Health Can Be Fun, and leading sports apparel company, Under Armour.

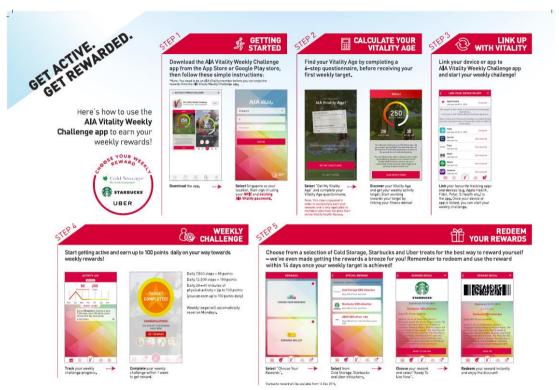
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Ms Ho Lee Yen, Chief Marketing Officer, AIA Singapore, said, "Singapore's sustained social and economic development is dependent on its people and a healthy population is critical. This is why AIA Singapore has been investing in the health of Singaporeans and AIA Vitality Weekly Challenge is just one of our numerous efforts to drive health and wellness in Singapore. Through our health and wellness initiatives, we hope to inspire behavioural change and influence healthy habits, and in the long run, create a healthier Singapore."

More about AIA Vitality Weekly Challenge App

The AIA Vitality Weekly Challenge App can be downloaded here:

- Android devices: https://play.google.com/store/apps/details?id=com.aia.vitality.hk
- Apple devices: https://itunes.apple.com/hk/app/aia-vitality-weekly-challenge/id1129674787?mt=8





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About AIA Vitality

In 2013, AIA Singapore became the first and only insurer to pay members as they get healthier with the

launch of AIA Vitality.

AIA Singapore was also the first market to launch the AIA Vitality programme, a leading full scale

wellness programme that works with individuals to make real change to their health. This is done by

applying the principles of behavioural science; keeping individuals motivated by adding up the

benefits of every healthy choice they make, no matter how small.

AIA Vitality is available to both individual policyholders and corporate clients, focusing on rewarding

members for making choices that help them live a healthy life.

More information here: https://www.aiavitality.com.sg

About the AIA Group

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, a 97 per

cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and representative offices in Myanmar

and Cambodia.

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\$181 billion as of 31 May 2016.

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

29 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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