

News Release

Singtel and AIA ink strategic partnership to drive wellness for consumers in Singapore

Singapore, 3 April, 2019 – Singtel and AIA Singapore today announced a partnership to promote consumer wellness, encouraging people to live more active and healthier lifestyles in this digital age.

Both companies will team up to digitally engage their combined base of more than 5 million customers and reward them to get active and stay healthy. In addition, Singtel and AIA also plan to co-create innovative insurance products relevant to customers' increasingly digital lifestyles. This collaboration is the first of its kind between two industry leaders in communications technology and life insurance in Singapore.

"We are pleased to work with AIA on our wellness drive to inspire Singaporeans to lead more active lifestyles. Keeping fit has never been easier with the use of fitness apps, smartphones and wearables to track our health and physical activity," said Mr Yuen Kuan Moon, CEO, Consumer Singapore, Singtel. "As more of our customers go digital to manage their wellness, we are excited to go beyond connecting their fitness devices and be an integral part of their wellness journey by rewarding them with mobile data incentives, lifestyle content and services. We also look forward to welcoming other like-minded businesses to shape the future of wellness with us."

Wellness for the consumer is a fast-growing industry in Singapore with the digital fitness market estimated to grow by 30% by 2022¹. As a nation, 54% of the population participate in sports regularly, with walking as the most popular form of activity, ahead of jogging and swimming².

In the coming months, Singtel will unveil a wellness digital platform that allows customers to earn mobile data rewards with every step they take and also offers content related to health, fitness and nutrition. The platform will sit within My Singtel app which has more than one million active users a month. At launch, customers will also be able to earn lifestyle rewards from inaugural partner, AIA.

Mr Patrick Teow, Chief Executive Officer of AIA Singapore, said, "There is great synergy and passion in AIA Singapore and Singtel on the importance of healthy living, and we are united in our commitment to make a positive difference in the lives of Singaporeans. This collaboration builds on the success of our award-winning AIA Vitality wellness programme that taps into digital innovation to inspire Singaporeans to make real changes to their health. As AIA marks our 100 years in Asia, we are confident that, together with Singtel, we can multiply our efforts to help more people live healthier, longer, better lives."

AIA Vitality Weekly Challenge was launched in 2017 to further inspire AIA Vitality members to get more active and get rewarded weekly, by easily converting healthy actions into tangible rewards through a mobile app. To date, AIA Vitality members in Singapore have taken more than 178 billion steps.

¹ Statista, <https://www.statista.com/outlook/313/124/fitness/singapore>

² Sport Singapore, Participation Trends 2015

AIA Vitality members currently enjoy Singtel mobile data rewards when they achieve their AIA Vitality Weekly Challenge. They can redeem their weekly rewards for a Singtel 1GB 7-Day local mobile Data Pass. The pass can be gifted to family and friends for use on eligible Singtel prepaid and postpaid plans. For more information on AIA Vitality, customers can visit, AIAVitality.com.sg

###

About Singtel

Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, technology services to infotainment to both consumers and businesses. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber-security capabilities. The Group has presence in Asia, Australia and Africa and reaches over 675 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities.

For more information, visit www.singtel.com
Follow us on Twitter at twitter.com/SingtelNews

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 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\$230 billion as of 31 December 2018.

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 33 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").



HEALTHIER, LONGER,
BETTER LIVES

Media Contacts:

Singtel

Low Mei Yen

Manager, Group Strategic Communications and Brand

Tel: +65 6838 2033

Mobile: +65 8799 0233

Email: lowmeiyen@singtel.com

AIA

Joanna Ash

Head of Brand and Corp Comms

Tel: +65 6530 0863

Email: Joanna-TM.Ong-Ash@aia.com

Dawn Teo

Senior Manager, Brand and Corp Comms

Tel: +65 6530 0875

Email: Dawn-my.Teo@aia.com