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Media Release

AIA SINGAPORE DEEPENS RELATIONSHIPS WITH FAMILIES ONLINE BY RALLYING SINGAPOREANS TO MAKE A PLEDGE FOR 'L.I.F.E.' ON FACEBOOK

Staff and AIA Financial Services Consultants make pledge to participate in the upcoming Jurong Lake Run 2012, encouraging families in Singapore to lead fulfilling lifestyles

Singapore, 28 April 2012 – AIA Singapore kick-started its pro-active online engagement with families in Singapore today with the launch of the Facebook application called 'L.I.F.E.' (Living It Fully Everyday). The interactive contest on Facebook invites Singaporeans and their families to make a personal pledge on leading fulfilling lives, which will help improve their current lifestyles. Once a pledge is made, family and friends can show their support by offering rewards and words of encouragement. Participants can regularly update on the progress of fulfilling their promise, with 10 most inspiring pledges winning prizes at the end of the competition. The contest will end on 17 July 2012 and the winners announced on 24 July 2012. Fans interacting with AIA Singapore's 'L.I.F.E.' application can also elect to support lives of the less fortunate by donating to AIA Singapore's supporting charity; Children's Cancer Foundation.

The launch of AIA Singapore's social media initiative is part of the company's systematic approach to strengthen its relationships with policyholders, the online community and families in Singapore by building on Facebook's recent introduction of Timeline to create compelling visual content to drive engagement.¹ This comes on the back of AIA Singapore's introduction of the AIA Protection Calculator online for families in Singapore to calculate their approximate underinsurance gap, and its world-first fully-mobile Sales Quotation System on iPad aimed at simplifying the insurance-purchasing process for all members of the family.

In addition to applications such as L.I.F.E. which encourage Singaporeans to lead fulfilling lives, AIA Singapore's Facebook page will focus on protecting the financial well-being of families. It will include a secure 'Contact us' tab which our policyholders and the online community can use to inquire about new and existing insurance, savings and investment plans by AIA Singapore. Through this initiative, AIA Singapore hopes to help families in Singapore bridge their underinsurance gap.

¹ 'Facebook Timeline Provides 46% Lift in Brand Page Engagement [STUDY]' (March 27, 2012) Mashable Business. Available at: <http://mashable.com/2012/03/27/facebook-timeline-brands-engagement/>

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Mr Tan Hak Leh, Chief Executive Officer of AIA Singapore said, "The increasing importance of social media in our business today is undeniable, especially with more Singaporeans seeking financial advice online. AIA Singapore chose to create a robust online engagement platform on Facebook because this is where Singaporeans are at; where they spend an average 38 minutes on it daily.² In fact, Singaporeans are spending the most time daily on Facebook compared to our peers worldwide.³ This aligns with our commitment to make protection easy-to-understand and accessible for all members of the family."

AIA Singapore is the presenting sponsor of Jurong Lake Run 2012 which will include a 3km Community Walk-a-Jog, encouraging families to stay fit and well, and spend quality time together. Those who are keen can sign up via www.juronglakerun.com and stand a chance to win an iPad in the monthly draws by the committee leading up to the Run taking place on 8 July 2012. The first iPad will be presented on 28 April 2012 at JCube shopping mall where Advisor to Jurong GRC Grassroots Organisations, Mr. Tharman Shanmugaratnam, Deputy Prime Minister & Minister for Finance and Minister for Manpower will officially launch the Run.

Mr. Tan added, "AIA Singapore will also focus on promoting fulfilling lifestyles amongst families in Singapore so that they can enjoy rewarding lives together."

The 2011 AIA Healthy Living Index Survey revealed that 67% of Singaporeans surveyed agreed that good work life balance is important to living healthy lives. While, 62% of Singaporeans also acknowledged that having good family relationships will help them to lead fulfilling healthy lifestyles, only a minority are satisfied with their current relationships with their families. The survey also revealed that 92% of Singaporean adults believe companies can and should do more to help their employees lead fulfilling healthy lives.

To spearhead leading fulfilling lifestyles amongst employees, AIA Staff and AIA Financial Services Consultants (FSCs) are stepping up by making their own 'L.I.F.E' pledge to participate in the 3km Community Walk-a-Jog at the upcoming Jurong Lake Run 2012. AIA Singapore has also set up a health committee which recently organised a Night Ride along East Coast and fortnightly running sessions. The company will also be launching its inaugural AIA Singapore Sports Day later this year.

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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 in the world. It has wholly-owned main operating subsidiaries or branches in 14 markets in Asia Pacific – Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei and a 26 per cent joint venture shareholding in India.

The business that is now AIA was first established in Shanghai over 90 years 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\$114,461 million as of 30 November 2011.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement planning, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension

² 'Singaporeans spend the most time on Facebook per session' (October 2, 2011) Yahoo! NEWS. Available at: <http://sg.news.yahoo.com/singaporeans-spend-the-most-time-on-facebook-per-session.html>

³ 'Get more personal on social media' (March 16, 2012) Digital Market Asia. Available at: <http://www.digitalmarket.asia/2012/03/get-more-personal-on-social-media-study/>

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services to corporate clients. Through an extensive network of agents and employees across Asia Pacific, AIA serves the holders of more than 24 million individual policies and over 10 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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