



## AIA Singapore

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# Media Release

## FOR IMMEDIATE RELEASE

### **AIA Singapore Launches The Real Love Never Stops Campaign to Reinforce Commitment to Families in Singapore**

*Strategic brand campaign reflects AIA Singapore's focus on understanding evolving needs and helping families in Singapore achieve their protection and long-term savings needs*

**Singapore, 25 June 2015** – AIA Singapore today launched The Real Love Never Stops campaign to communicate and further reinforce AIA Singapore's commitment as The Real Life Company that understands customers and the real life issues they face, and that the company will be there to help families in Singapore at every stage of life.

The campaign is an extension of the strategic group rebranding initiative - The Real Life Company – which was launched two years ago with an integrated campaign which includes product launches, social media activities and sponsored events emphasising the brand promise to engage customers in their real lives.

The Real Love Never Stops campaign was launched with a video on the real life challenges that families in Singapore face every day. A salute to mothers, who are often seen as the pillar of strength, the video reveals how mothers are often too hard on themselves having to juggle between family, children and work for the benefit of their love ones. This video demonstrates AIA Singapore's continued focus and deep understanding of families in Singapore. It also highlights real issues and challenges that families face and how AIA Singapore has been growing, supporting and protecting them for over 80 years - reinforcing our commitment as The Real Life Company; <The Real Love Never Stops Video>.

The video will be shared via social media and screens at all AIA buildings in Singapore.

AIA Singapore will also introduce other initiatives celebrating families in Singapore such as sponsorships of the annual Jurong Lake Run community event. This follows from the company's recent sponsorship of the inaugural The Music Run™ by AIA in Singapore, the Cold Storage Kids Run 2015 and AIA Group's five-year Official Shirt Partner with Tottenham Hotspur football club which started in 2014.

These efforts will complement the company's initiatives to commemorate Singapore's 50<sup>th</sup> birthday celebrations which include free one year's worth of insurance coverage for newlyweds and jubilee babies, gift cards, AIA Vitality and gym memberships encouraging healthy living, and a donation of S\$250,000 for 50 families from the Asian Women's Welfare Association (AWWA).

Ms Ho Lee Yen, Chief Marketing Officer of AIA Singapore said, "The Real Love Never Stops campaign reinforces AIA Singapore's commitment to our customers across generations. We prioritise building strong relationships with customers based on trust and they are at the heart of everything we do.

We want customers to know that we understand their needs and challenges they face every day, and that through ups or downs, AIA Singapore will protect you and your family every step of the way. Being The Real Life Company is not just a campaign but a declaration of AIA Singapore's commitment to our customers."

Accordingly, AIA Singapore will continue conducting comprehensive research to uncover customer insights which will shape the development of innovative products and services to better meet the evolving protection and long-term savings needs of families in Singapore.

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**Page 2**

**About the 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, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and representative offices in Myanmar and Cambodia.

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\$167 billion as of 30 November 2014.

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 28 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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