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Real change to health begins at
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Media Release

FOR IMMEDIATE RELEASE

AIA Singapore Welcomes SG50 with Free One Year's Worth of Insurance Coverage and Giveaways Encouraging Healthy Living for Our Nation's Diverse Community, So They Can Focus on What Matters Most to Them

AIA Singapore also celebrates Real Life by introducing other initiatives to help the less fortunate families and appreciating our Customers, AIA Financial Services Consultants and Staff

Singapore, 13 January 2015 – AIA Singapore today announced a slew of initiatives to celebrate our nation's 50th birthday, focusing on our commitment of investing in Singapore. We do more than protect our customers financially, we also want to protect their health, so that they can focus on achieving their dreams and aspirations in life.

When asked to select their top three goals in life, 69% of Singapore's middle class list being healthy and 46% list having a happy marriage or relationship, according to the AIA Survey on Middle Class Hopes and Aspirations, the ASEAN Region conducted earlier in the year.

The survey also found that once a certain level of financial security is achieved, many wish to give back to the community by starting social enterprises or helping the underprivileged.

These findings provided insights for AIA Singapore to introduce impactful initiatives for members of the community from different backgrounds and at different stages of life, from newborns to couples, and charitable organisations.

Mr. Tan Hak Leh, Chief Executive Officer, AIA Singapore said; "Singapore's 50th birthday is a significant milestone and representative of how Real Life is like - It is through the sheer hard work of its people and through prudent management of the government that Singapore has built and protected its political, economical and social security in the last 50 years. Similarly, AIA Singapore believes in the commitment of doing more than protecting our customers. We also want to encourage the community to take proactive steps to better health, so that they can live fulfilling lives with their family."

"For us, being The Real Life Company also means playing our part within the community, which is why we are focusing numerous efforts on giving back to the less privileged. As Singapore continues to thrive as a cosmopolitan city, we believe that it is important that all members of the community come along the journey to enjoy Singapore's successes together."

Celebrating SG50 - PROTECTING Singaporeans with FREE One Year's Worth of Insurance Coverage, Giving you PEACE of MIND:

Free one year's worth of Insurance Coverage for couples getting married in 2015 and parents of jubilee babies with a Term Insurance plan, to help them start their financial planning early.

- Embarking on your new life stage with your love one is a blissful moment and taking care of your family will be your priority as you want your love one to be financially secured at all times.

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- We want to help couples getting married in 2015 and parents of jubilee babies to kick-start the new milestone by giving them **50% premium discount in the first 2 years of their new life chapters.**

Gift Card with up to \$200 worth of value for jubilee babies covered with AIA HealthShield Gold Max plans

- Welcoming your newborn child is a joyous occasion and we want to celebrate this special moment with you.
- By covering your little one with any **AIA HealthShield Gold Max plans**, we will present your **jubilee baby, a gift card with up to \$200 worth of value**, so that you can shop for your little one.
- AIA HealthShield Gold Max is a Medisave-approved medical plan, offering comprehensive and affordable lifetime protection to help you and your family cope with rising healthcare costs.

Celebrating SG50 - INSPIRING Healthy Living with Special Giveaways for AIA Singapore Facebook Fans each month:

Free 3-months AIA Vitality memberships and Free 3-months Gym memberships to keep healthy and fit:

- Committed to investing in the health of Singapore, through 2015, we will reward AIA Singapore Facebook Fans each month with **50** free 3-month AIA Vitality memberships and free 3-month Gym memberships.
- We want to encourage them to take proactive steps to lead healthy lifestyles, so that they can enjoy fulfilling lives with their loved ones.
- The rewards will be given out via contests on our AIA Singapore Facebook page: <http://www.facebook.com/AIASingapore>, focusing on fitness and healthy living.
- AIA Vitality is a transformational science-backed wellness programme that works with you to make real change to your health and rewards you as you get healthier.

Celebrating SG50 - INVESTING in the WELL-BEING of the Less Fortunate:

Raising **S\$250,000** to Benefit **50** Families from Asian Women's Welfare Association (AWWA):

- Ensuring the well-being of the less fortunate is also a core priority at AIA Singapore.
- In 2015, AIA Singapore is committed to raising **S\$250,000** to benefit **50** families from AWWA. AIA Singapore is currently working with AWWA to identify the 50 beneficiaries.

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- AIA Singapore pledged to donate **S\$1** to the fund for every AIA insurance policy purchased in 2015, up to a maximum of S\$100,000.
- AIA staff and agency force will then collectively raise the balance sum through company-wide fund-raising events.

Celebrating SG50 - APPRECIATING our Customers, AIA Financial Services Consultants and Staff who have been with us for 50 years:

- Our heartfelt thanks to customers, staff and agents as we celebrate this momentous year together with those who have trusted AIA Singapore in their life journeys with us for the last **50** years.
- We will share their inspiring stories with the rest of Singapore.

For more information on AIA Singapore's SG50 initiatives, do look out for our microsite at www.aia.com.sg/sg50, from 20 January.

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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. It has operations in 17 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 a representative office in Myanmar.

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\$159 billion as of 31 May 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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