



AIA Singapore

1 Robinson Road, AIA Tower
Singapore 048542
T : 1800 248 8000

AIA.COM.SG

Real change to health begins at
AIAVitality.com.sg

Media Advisory

FOR IMMEDIATE RELEASE

AIA GLOBAL AMBASSADOR DAVID BECKHAM TO VISIT SINGAPORE IN SEPTEMBER

Singapore, 30 August 2017 – AIA Singapore today announced that its global ambassador David Beckham will visit Singapore on 21 September, as part of the AIA Healthy Living Tour, to share his passion for wellness and healthy living. Together with AIA, David Beckham will help encourage Singaporeans to take charge of their health, especially through food and nutrition. This marks his first visit to this region since his appointment earlier in March this year.

AIA Singapore is committed to protecting Singaporeans' physical and financial health to help them live longer, healthier, better lives. To show that eating well in foodie-paradise Singapore is possible, AIA Singapore has launched an AIA Vitality Healthy Cookout contest and participants are challenged to create a healthier yet tasty version of a signature Singapore traditional dish, such as carrot cake, nasi lemak or chilli crab. Six best entries will then be invited for a showdown on 21 September 2017 where Beckham will be present.

This event complements AIA Singapore's ongoing efforts in helping Singaporeans make real change to their health through AIA Vitality, a behavioural-science based wellness programme that motivates members to stay healthy as they are rewarded with exclusive discounts for every small step they take to become a little healthier every day.

For more information about the AIA Vitality Healthy Cookout contest, visit the [AIA Singapore Facebook page](#).

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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 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\$200 billion as of 31 May 2017.

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



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network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 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")..

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 in 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: AIAVitality.com.sg

Contact: Joanna Ash

6530 0863

Joanna-TM.Ong-Ash@aia.com

Dawn Teo

6530 0875

Dawn-my.teo@aia.com