

News Release

Singtel launches wellness platform, StepUp, with AIA – rewarding customers for keeping active

Mobile customers with My Singtel app can use their steps to earn up to 3GB of data and other lifestyle rewards

Singapore, 16 July, 2019 – Singtel has partnered AIA to unveil StepUp, a wellness platform that allows customers to earn local mobile data with every step they take. StepUp is available to Singtel postpaid customers on My Singtel app and will also offer lifestyle rewards from AIA and other partners, as well as content relating to wellness, fitness and nutrition, to encourage Singaporeans to lead more active lifestyles.

With StepUp, customers can earn up to 3GB of mobile data depending on the number of steps they take in a month. For example, a customer who takes 5,000 to 7,500 steps a day over the course of a month will be able to redeem 1GB of mobile data, while a customer who achieves a daily goal of 10,000 steps in a month will receive 3GB of mobile data. In addition to the mobile data earned, customers can sign up for various partner challenges to claim lifestyle rewards.

Mr Yuen Kuan Moon, CEO, Consumer Singapore, Singtel said, “We want to encourage healthy lifestyles and wellness, and with StepUp, customers will be rewarded for their efforts to keep fit. We are always trying to find ways to offer customers products, services and perks to complement their digital lifestyles. Our partnership with AIA marks a shared commitment to champion the importance of staying active for life.”

Singtel’s strategic partnership with AIA is a first-of-its-kind between two industry leaders in communications technology and life insurance in Singapore. The companies will team up to digitally engage their customers on the wellness front and also co-create innovative insurance products relevant to customers’ increasingly digital lifestyles.

“Our partnership with Singtel redefines what it means to enable healthier, longer, better lives in today’s digitally-enriched world. Through leveraging Singapore’s digital advantage, our common shared value is to make a real difference in people’s lives, particularly when Singaporeans are spending more time on their digital devices such as their mobile phones and living sedentary lives. With StepUp, individuals and families can now take charge of their own health and integrate more active lifestyle habits into their daily lives,” said Mr Patrick Teow, Chief Executive Officer, AIA Singapore.

In addition, from 1 August, Singtel customers can also take on the AIA Vitality Challenge on StepUp to claim lifestyle rewards such as movie tickets, gourmet coffee and ride-hailing vouchers. Launched in 2017, the AIA Vitality Challenge is designed to get members more active through incentives for hitting activity targets. More than 178 billion steps have been taken by AIA Vitality members^[1] to date – the approximate equivalent of Singapore’s entire population walking from the Causeway to Harbourfront^[2].

^[1] As at 31 December 2018

^[2] Based on an average stride of 0.8m per step, Singapore’s population of approximately 5.6 million, and an approximately 25km walking distance between the Causeway and Harbourfront

To kick-start their StepUp journey and begin earning mobile data, all customers need to do is to log into My Singtel app, activate StepUp and sync their steps from their iOS or Android smartphones. In the next few months, customers can also look forward to more reward options such as a free Diet & Sports DNA kit by GeneLife to help customers eat and exercise well based on their DNA, as well as other rewards from PUMA and SingSaver.

To celebrate the launch of StepUp, customers who clock 10,000 steps a day at least once from now until 31 August will stand a chance to win an Apple Watch Series 4 or Samsung Galaxy Watch.

For more information on how to StepUp, customers can visit singtel.com/stepup.

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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 690 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.
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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 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

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