

## Media Release

### **FOR IMMEDIATE RELEASE**

#### ***AIA Singapore rallies Singaporeans to raise funds for victims of Typhoon Haiyan in the Philippines***

Singapore, 18 November 2013 – AIA Singapore today initiated numerous efforts to raise funds for victims of Typhoon Haiyan in the Philippines including a Facebook campaign and fund-raising bazaars by employees and AIA Financial Services Consultants (FSCs) at its three offices at AIA Tower, AIA Tampines and AIA Alexandra. All proceeds will go towards the Philamlife Foundation Inc, the corporate social responsibility arm from the Philam Group of Companies. Philam Life is a member of AIA Group Limited.



AIA Singapore will donate S\$1 for every 'like' on the page or 'like' and 'share' of the post (refer to the left for visual):  
<https://www.facebook.com/AIASingapore>

There are currently 32,796 page 'likes' and the one-week campaign started on Monday, 18 November 2013 at 8.30am.

Ms. Ho Lee Yen, Chief Marketing Officer of AIA Singapore said, "AIA Singapore has a very engaged fanbase on Facebook and through this initiative, we hope to create awareness about what is happening in the Philippines and encourage Singaporeans across all ages to get involved as AIA Singapore plays our part in helping those in need."

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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\$119,494 million as of 31 May 2012.

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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 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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