



**THE REAL LIFE  
COMPANY**

## **AIA Singapore**

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Real change to health begins at  
[AIAVitality.com.sg](http://AIAVitality.com.sg)

### **FOR IMMEDIATE RELEASE**

***AIA Singapore will donate S\$10 to Run for Hope 2014 in support of cancer research at the National Cancer Centre Singapore for every insurance plan purchased***  
***AIA Singapore's protection plans do more than protect, they keep you healthy and you can save on your premiums as you get healthier too.***

**Singapore, 15 September 2014** – As an AIA Vitality member, you can enjoy protection and save on your premiums as you get healthier by up to 15%<sup>1</sup> premium discounts for each policy renewal year on your protection plans<sup>2</sup>, giving you more motivation to maintain a healthy lifestyle. AIA Singapore's protection plans do more than protect you financially, they keep you healthy too.

Moreover, from 15 September 2014 till 31 December 2014, AIA Vitality members who purchase any of the eligible plans<sup>2</sup> will receive S\$100 shopping vouchers for each eligible plan.

In addition to the promotion, AIA Singapore will donate S\$10 to Run for Hope 2014 in support of cancer research at the National Cancer Centre Singapore with every eligible policy purchased<sup>3</sup>. Run for Hope is an annual run organised to raise awareness and support for cancer research.

This is part of AIA Singapore's continuous efforts to deepen engagement in the lives of the community, and is in conjunction with Breast Cancer Awareness Month in October and Movember in the subsequent month which aims to raise funds and awareness for men's health issues with focus on prostate cancer.

Ms. Ho Lee Yen, Chief Marketing Officer, AIA Singapore, says, "This year, AIA Singapore, as The Real Life Company, is going beyond advocating preventive care and helping families in Singapore bridge their underinsurance gap by providing innovative solutions to help them achieve their financial goals. This initiative is aimed at increasing awareness and raising funds for cancer research, particularly as cancer is the number 1 killer in Singapore, with 1 in 3 Singaporeans dying of cancer and 33 people diagnosed with it every day<sup>4</sup>."

"AIA Singapore seeks to protect families physically, mentally and financially, by investing in Singapore's health through AIA Vitality, a transformational, first-in-market science-backed wellness programme which works with you to make real change to your health. There is an immense opportunity for individuals to improve your lifestyles to better manage your health because 50% of deaths worldwide are caused by the 4 chronic diseases of cancer, diabetes, lung disease and cardiovascular disease which are a result of 3 controllable behaviours of poor nutrition, physical inactivity and smoking<sup>5</sup>," she added.

The Vitality programme has been successful worldwide in affecting behavioural change by helping individuals know more about their health, work towards improving it and get rewarded along the way.

<sup>1</sup> Premium discount is only applicable to premiums based on a standard life. Discount will not be applicable on any extra premiums due to loading. Discount applicable from the second policy year onwards will depend on the AIA Vitality Status attained. The premium discount is capped at 15%.

<sup>2</sup> The eligible plans are AIA Secure Critical Cover, AIA Secure Term Plus, AIA Complete Critical Cover (S\$), AIA Premier Disability Cover, AIA Recovery Lifeline and/or AIA HealthShield Gold Max Essential. Foreigner plan for AIA HealthShield Gold Max Essential is excluded.

<sup>3</sup> From 15 September 2014 till 28 November 2014, AIA Singapore will donate S\$10 to Run for Hope in support of the National Cancer Centre Singapore for cancer research with every eligible policy purchased.

<sup>4</sup> Ministry of Health, Singapore Health Facts, Principal Causes of Death, updated 30 Jan 2012. Available at <http://www.singaporecancersociety.org.sg/LearnAboutCancer/Cancerfactsfigures.aspx>

<sup>5</sup> 3FOUR50.com 3-4-50: Chronic Disease in San Diego County (October 2010/2013) County of San Diego The Oxford Health Alliance. Health and human Services Agency. Public Health Services. Available at:

<http://archive.oxha.org/initiatives/3FOUR50.comhttp://www.sdcounty.ca.gov/hhsa/programs/phs/documents/CHS-3-4-50SanDiegoCounty2010.pdf>

Find out more about the eligible plans and AIA Vitality programme:

<http://www.aia.com.sg/en/individuals/aia-vitality-insurance-premium-discount/>

[AIAVitality.com.sg](http://AIAVitality.com.sg)

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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 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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## **Appendix 1: About AIA Vitality**

- AIA Vitality is about rewarding you as you get healthier. It also makes healthy living accessible – easy and relevant for everyone.
- We do this in three ways; **(1) Knowing your health (2) Improving your health and (3) Enjoying rewards as a result.**

### **(1) Knowing your health**

- AIA Vitality members can assess their health condition through free online wellness tools and discounted health screenings at participating health clinics and pharmacies to understand their current state of health. They will then receive a set of clearly defined personal health goals upon completing their AIA Vitality Health Review online and also earn AIA Vitality Points.
- To kick-start your AIA Vitality programme, you can log into the AIA Vitality portal to complete your online assessments such as the AIA Vitality Health Review (VHR) to know your health and how you can improve it. Members can also do the AIA Vitality Health Check at selected Guardian Health & Beauty which helps to identify your risk for chronic diseases by checking your BMI, blood pressure, and blood glucose level. You can also go for your exclusive health screening at Fullerton Healthcare. We want to encourage AIA Vitality members to go for regular health screenings, so that you can detect and treat any illness early.

### **(2) Improving your health**

- If your AIA Vitality Age turns out higher than your actual age, we can work with you to bring it down to a healthy level. We have an interactive programme to help you improve your health. Practising healthy behaviours and engaging with AIA Vitality can help lower your Vitality Age and health risks.
- AIA Vitality provides incentives through discounts by AIA Vitality's high quality partners, to encourage you to get healthy. AIA Vitality makes leading a healthy lifestyle more accessible to members by lowering the associated financial barriers. Members are encouraged to improve their health through discounts at AIA Vitality partners who offer discounted gym membership fees and discounts on the purchase of sports apparel; discounts on healthy food; tools to track physical activities; discounted fees for courses that help people to stop smoking; and discounts on travel and movie tickets, among others.
- Some of these include:
  - 15% cashback on a wide range of HealthyFood™ purchases at Cold Storage Supermarkets
  - 65% saving on a gym membership at True Fitness
  - 50% saving on a yoga membership at True Yoga
  - 25% off Fitbit, Fitbug and miCoach
  - 30% off AllenCarr's EasyWay to Stop Smoking packages
- AIA Singapore also invest in educational efforts and tools to help Singaporeans lead healthier lives.
  - AIA Vitality provides its members with various online tools devices to track your fitness progress and earn AIA Vitality Points.
  - You can also work on getting healthier by connecting with the AIA Vitality community, challenging other members or even challenge yourself.

### **(3) Enjoying rewards**

- Thirdly, AIA Singapore believe in rewarding efforts to get healthy.

- AIA Singapore is the **FIRST and ONLY insurer** to pay members as they get healthier, paying them up to 3 times the total annual membership fees - which is up to S\$108<sup>6</sup> a year, among other benefits and rewards.
- AIA is also the **FIRST INSURER in Singapore** to offer AIA Vitality members, a premium discount for the duration of their policy as they get healthier and improve their AIA Vitality Status. They'll enjoy an upfront 5% discount off their first year premium when they buy selected AIA insurance plans<sup>2</sup>. AIA Singapore will also offer a discount each year on renewal as members make an effort to get healthy, which adds up to a potential premium discount of 15% off future years' insurance premiums.

Through this, we want to ensure that Singaporeans have access to an affordable healthy lifestyle and easy access to being adequately insured.

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<sup>6</sup> The Annual Cashback is tiered based on the member's AIA Vitality Status attained as at membership anniversary date – Silver (S\$36); Gold (S\$72); Platinum (S\$108).