



1. Tell me more about AIA Mind The Gap Campaign.

Studies have shown an increase in critical illness incidence rate within the last decade¹ and many can be caught off-guarded with hefty expenses needed for treatments, loss of income and lifestyle adjustments².

Recognising the need to generate awareness among Singaporeans, we've developed Mind The Gap, a critical illness protection-inspired game. By playing, you can score points and get to understand your critical illness gap!

Sources:

¹ Singapore Cancer Registry 50th Anniversary Monograph (1968 – 2017), National Registry of Diseases Office, 2019

² 2017 Protection Gap Study – Singapore, Life Insurance Association Singapore, 2018

2. Any eligibility criteria to participate?

Anyone aged 18 to 55 years old residing in Singapore are welcome to participate! That includes all new and existing AIA Singapore customers.

3. How do I participate in AIA Mind The Gap Campaign?

- Upon sign up, you'll start off with 2 rounds to play Mind The Gap.
- Within each round, get as far as you can without falling through the gaps to earn points.
- After completing your first 2 rounds, work out your critical illness financial gap with our calculator and get 5 additional rounds to play.
- Based on each player's accumulated score, find out if you're one of the 50 players with the highest total scores on the Leaderboard.

4. I was playing Mind The Gap and accidentally closed my browser before the round ended. What score will I get?

Oops, sorry about that. Please note that we will only accumulate scores from completed round(s).

In scenarios where you have remained inactive for more than 3 hours or closed the browser before the game round ends, it will be considered that you have completed the round with a score of zero.

5. Can I play 1 round today and continue playing my remaining rounds another day?

Definitely! After signing up, you can exit and log in again anytime to complete your remaining round(s) of Mind The Gap.

6. Will I and my AIA Financial Services Consultant / Insurance Representative receive a record of my score and critical illness financial gap assessment?

Yes, the following information will be sent to your registered email address and shared with your AIA Financial Services Consultant / Insurance Representative.

- Critical illness financial gap assessment – After completing the critical illness calculator
- Total accumulated score for Mind The Gap – After completing all 7 round(s)

Please note that you will not receive any of the above via email if you choose to withdraw your marketing consent from us.

7. I'll like to find out more about AIA Singapore's Privacy policy.

Visit <https://www.aia.com.sg/en/index/personal-data-policy.html> for more information.