



HEALTHIER, LONGER,  
BETTER LIVES

友邦保險控股有限公司

香港中環干諾道中一號  
友邦金融中心三十五樓

AIA Group Limited

35/F, AIA Central  
1 Connaught Road Central  
Hong Kong  
T: (852) 2832 6166  
F: (852) 2838 2005

AIA.COM

## Media Release

### AIA Celebrates its Centennial Year

**HONG KONG, 21 January 2019** – AIA Group (“AIA” or the “Company”: stock code: 1299) is celebrating its Centennial Year in 2019 with a 12-month programme of special events and activities across the Asia-Pacific region.

Ng Keng Hooi, AIA Group Chief Executive and President said, “AIA has been in Asia for a century and we operate in some of the most dynamic and attractive life insurance markets in the world. In recognising AIA’s Centennial, we are celebrating our unwavering commitment to safeguarding the financial security of consumers across the region. As AIA looks forward to the next 100 years, our promise of Healthier, Longer, Better Lives is especially relevant to meeting the growing needs of customers created by the unprecedented structural economic, demographic and social changes taking place across our markets. By delivering on this promise we will make a real and positive impact on people’s lives.”

AIA traces its roots back to 1919 in Shanghai, when entrepreneur Cornelius Vander Starr began an insurance business. Its 100-year journey since then has been one of pioneering growth that has seen AIA become the largest independent, publicly listed, pan-Asian life insurance group with a presence across 18 markets.

To mark the Centennial year, AIA will celebrate our history, our achievements and our future with a year-long series of 100-themed physical activities. These celebrations will take place across all our markets, and connect together to represent our 100-year journey, support our communities, and most important of all, align with AIA’s brand promise to help people live Healthier, Longer, Better Lives. These activities will encompass hikes, walks or running events and each activity will support a local community charity or special cause.

There will also be appearances from AIA’s Global Ambassador David Beckham, and AIA will host a range of special events in collaboration with Tottenham Hotspur F.C. as the Club’s Global Principal Partner. The regional events will all be connected by the carrying and passing on of a “Centennial Baton” which celebrates AIA’s past by featuring a design of its very first Life Policy and which also incorporates modern-day distance-tracking technology.

- End -

## **About AIA**

AIA Group Limited and its subsidiaries (collectively “AA” 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 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\$221 billion as of 30 June 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 32 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”).

## **Contacts**

---

### **News Media**

Stephen Thomas	+852 2832 6178
Mark Walters	+852 2832 1978
Emerald Ng	+852 2832 4720

---