



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA is the First Insurance Company to Reward Malaysians for Sleeping!

AIA Vitality launches sleep tracking benefit that incentivises members to prioritise a good night's rest.

Kuala Lumpur, 30 April 2019 – Have you ever experienced difficulties falling asleep at night or wake up still feeling sleepy, tired and unrested? If yes, then most likely you are part of the national statistic which states that nine in 10 Malaysians (89%) suffer from one or more sleep problems¹. Recognising that Malaysians are a sleep-deprived lot, AIA Bhd. has once again made a breakthrough in the health and wellness space by launching a sleep tracking benefit via its AIA Vitality programme that rewards members for sleeping longer.

As part of the insurer's commitment to help Malaysians live Healthier, Longer and Better Lives, AIA is taking one step further in raising awareness on the importance of sleep - emphasising that resting well is no less important as being physically active and maintaining a balanced diet for a holistic wellbeing.

Speaking at the media launch today, Anusha Thavarajah, Chief Executive Officer of AIA Bhd. shared how the company is continuously shaping and playing its role as a health influencing mobiliser with AIA Vitality, its unique, science backed health programme that encourages and incentivises healthy choices.

"I am happy to see how far AIA Vitality has progressed since we launched the programme three years ago. We started off by rewarding our members for taking steps to exercise more, and later gave them benefits for practising healthy eating. And now, we want to reward them for incorporating sufficient rest into their lives. By helping our members improve their health and incentivising them for making healthier choices, we are challenging ourselves to move beyond the role of being a traditional insurance company. Our role now is to not only protect their future but to encourage, empower and support them to achieve their health aspirations."

The new sleep tracking benefit rewards members with **10 AIA Vitality points per day** (annual cap of 2,000 points per membership year) if they **achieve a minimum of 420 minutes or seven hours of accumulated sleep within a 24-hour period.**

The hours can be tracked by syncing the AIA Vitality mobile application to a fitness tracking device such as Fitbit, Garmin and Misfit. The device records the amount of sleep a person gets by accumulating their sleeping hours, beginning from 12.00 noon to 12.00 noon the following day.

¹ Source: 2018 National Sleep Survey by Nielsen Company

Heng Zee Wang, Chief Marketing Officer of AIA Bhd. explained that the sleep tracking benefit is the easiest way for members to earn points and receive better rewards. "To date, we have more than 100,000 active AIA Vitality members. We aspire to grow the number and reach out to more Malaysians by providing a platform that motivates and enables them to make little changes and healthier choices every day. All they need to do is to try and get at least seven hours of snooze time and get rewarded! It doesn't get any easier than that. With the extra hours of sleep, members can achieve a higher AIA vitality status, thus unlocking even greater rewards such as additional insurance or takaful coverage and discounts from our various partners."

Zee Wang also mentioned that sleep issues are particularly evident amongst the Malaysian workforce. "Findings from the latest Malaysia's Healthiest Workplace by AIA Vitality survey revealed that 54.4% of Malaysian employees sleep less than seven hours a night, with 11% claiming to have poor sleep followed by 2% having very poor sleep. However, based on this survey, it is encouraging to see that more and more organisations are taking steps to implement interventions which can affect positive behavioural change among their employees. With an increased focus by the entire industry on implementing wellbeing programmes to help people on their health journey, we can create meaningful outcomes for our customers and the greater society."

Launched in 2016, AIA Vitality provides its members with the knowledge, tools and motivation to bring about long-term positive behavioural changes to lead a healthier life. It uses the principles of behavioural science to promote healthy habits, rewarding members with meaningful benefits and discounts for taking sustainable steps, however small, to improve their health and wellbeing.

AIA Vitality is integrated together with AIA's suite of insurance products and takaful solutions where customers are given an option to participate in the programme for a membership fee of RM10 per month.

Consisting of three pillars – **know your health, improve your health** and **enjoy the rewards**, AIA Vitality members are motivated to actively engage in health and wellness activities by offering them a range of benefits from AIA Vitality partners including AirAsia, BP Healthcare, Fitness First, Guardian, Jaya Grocer, TGV Cinemas, and many more.

For more information on AIA Vitality's sleep tracking benefit and the programme, visit www.aiavitality.com.my

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About AIA Bhd.

AIA Bhd. is a leading insurer in Malaysia, where we have been privileged to do business since 1948. We offer a suite of financial solutions including Protection, Health, Personal Accident, Employee Benefits, Mortgage, and Retirement products to meet our customers' protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a 14,000 strong Life Planner force, our exclusive bank partner's branches nationwide as well as corporate sales teams and brokers, we give our customers the choice of deciding how, when and where they connect with us.

Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd. has the financial strength, experience, service centre network and a well-trained team of more than 2,000 staff to serve our 3.5 million customers nationwide. As at 30 June 2018, AIA Bhd.'s total asset worth was RM51 billion, with a paid-up capital of RM1,451 million.

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”).

About AIA Vitality

AIA Vitality is Asia’s first and only comprehensive science-backed health programme. It provides members with the knowledge, tools and motivation to bring about long-term positive behavioural changes to lead a healthier life. AIA Vitality members are incentivised to actively engage in health and wellness activities by offering them a range of benefits including extra insurance benefits on selected insurance and Takaful plans as well as savings and discounts from AIA Vitality partners.

Learn more about AIA Vitality at www.aiavitality.com.my