



**HEALTHIER, LONGER,
BETTER LIVES**

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Photo Release

#AIAStrongerTogether Campaign Helped Raise RM25,000 for “Women of Will”

*AIA Malaysia Ambassador, Datuk Nicol David led the month-long campaign,
launched in celebration of International Women’s Day 2021*



[From left to right]: Heng Zee Wang, Chief Marketing Officer of AIA Bhd. and Datuk Nicol David, AIA Malaysia Ambassador presenting the donation to Shashi Kumar, Vice President of Women of Will

Kuala Lumpur, 9 April 2021 – “Alone we are strong. Together we are stronger.” Inspired by this powerful saying, AIA Malaysia commemorated International Woman’s Day 2021 with its month-long #AIAStrongerTogether campaign via a series of social media and digital activation which aimed to empower women to live Healthier, Longer, Better Lives.

What better way to celebrate and inspire change than having AIA Malaysia’s ambassador, Datuk Nicol David – an iconic superwoman and squash legend who was recently named the World Games Greatest Athlete of All Time to spearhead the campaign.

Nicol started a “chain of support” on Instagram by sharing pictures of the strong women in her life and nominating other women to take on this social media challenge with the hashtag #AIAStrongerTogether. For every hashtag or nomination received from this challenge, AIA Malaysia pledged to donate RM10 to the Women of Will (WOW) organisation, one of the company’s esteemed NGO partners that helps single mothers, widows, abandoned or abused women get back on their feet.

The challenge which ran from 8th to 26th March 2021 received overwhelming responses with the support and participation from women all over the country which in turn helped AIA Malaysia raise RM25,000 for WOW.

Elaborating on the campaign, Heng Zee Wang, Chief Marketing Officer of AIA Bhd. said, “We want to celebrate, acknowledge and advance the achievements of women every day and at the same time continue to show our support to Women of Will. Thank you to all the ladies who participated in our #AIAStrongerTogether campaign and we hope this contribution will further help Women of Will continue the great work that they do every day in empowering more women to be financially independent, capable of caring for themselves and their loved ones.”

On top of the social media activation, a three-part #AIAStrongerTogether webinar session was also organised as part of the campaign. The webinars featured experienced industry leaders including AIA Malaysia’s top Life Planners as well as influencers who exchanged insights, personal and professional journeys on topics such as entrepreneurship, parenting, career advancement and financial management.

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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, General Insurance, Mortgage, Retirement and Family Takaful products to meet our customers’ protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises of a 15,000 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 2,600 employees to serve our 3.6 million customers nationwide. As at 30 June 2020, AIA Bhd.’s total asset worth was RM57.45 billion, with a paid-up capital of RM810 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– wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR, and New Zealand, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$326 billion as of 31 December 2020.

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, AIA serves the holders of more than 38 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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