

## Media Release

### **AIA Malaysia Inspires Penangites to #MoveWell and #LiveWithVitality Through A Fun Game of Squash with Datuk Nicol David**

**Penang, 29 October 2022** – AIA Malaysia Ambassador Datuk Nicol David returned to her childhood courts, imparting her squash skills and healthy living knowledge to fellow Penangites! 20 winners of AIA Malaysia's **Squash It With Nicol David** social media campaign had an unforgettable experience getting up-close and personal with the renowned eight-time world squash champion where she hosted her very first and exclusive beginner squash class in Penang, today.

Early October, AIA Malaysia launched the social media campaign with an aim to motivate fellow Malaysians to get healthy, **#MoveWell** and to **#LiveWithVitality** via a fun and energetic game of squash together with the sports legend herself who is also the World Games' Greatest Athlete of All Time. The campaign drew participation from AIA Malaysia's social media fans who each shared their personal reason for wanting a chance to play squash with Nicol, of which 20 most creative and inspiring entries were selected as winners.

The beginner squash class took place at the Nicol David International Squash Centre in Jelutong and was held in two separate sessions, where Nicol was seen sharing her tips and tricks of playing squash as well as her journey of becoming a world-class athlete with the participants who were between the age of 22 and 57.

Commenting on how thrilled she was to support a campaign that promotes healthy living, Nicol said: "Becoming an ambassador for AIA Malaysia was a natural fit for me. I am happy to support their initiatives; championing activities and programmes to promote a healthier and better Malaysia. AIA and I have been working together since 2020, and it has been such a rewarding partnership where I am able to encourage people to stay active and healthy whilst improving their physical and mental wellbeing."

"I'm excited to host my first-ever beginner squash class with AIA in my hometown today. It's an absolute joy to be given the opportunity to meet and teach fellow Penangites my beloved game of squash. I hope that initiatives such as this will continue to be a positive influence in motivating people of all ages to stay active, take up a new sport and embrace a healthy lifestyle," added Nicol.

The Squash It With Nicol David campaign underscores AIA Malaysia's commitment to support the AIA One Billion movement in engaging, educating, and inspiring one billion people across Asia to live Healthier, Longer, Better Lives.

Heng Zee Wang, Chief Marketing Officer of AIA Malaysia shared that the campaign reflects the insurer's ongoing commitment in improving societal health and wellbeing. "It is critically important for a company such as AIA to play a positive role and be at the forefront of helping our communities, not only in ensuring that they are financially protected but also to take better care of their health so that they can enjoy a healthier, longer and better life."

"We are excited to partner Nicol in driving these ambitions especially through initiatives such as the beginner squash class today. And we know that her go-getter spirit and experience will be an inspiration to the participants and many more Malaysians, motivating everyone to make healthy living a priority in their everyday lives," added Zee Wang.

The second beginner squash class will take place at the Bukit Jalil Golf & Country Resort in Kuala Lumpur on 5 November where another 20 campaign winners will come together to squash their fitness goals with Nicol.

For more information on AIA Malaysia's campaigns and initiatives or to learn more about AIA One Billion, visit [www.aia.com.my](http://www.aia.com.my)

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### **About AIA Malaysia**

AIA Malaysia is part of AIA Group, the largest independent publicly listed pan-Asian life insurance group. Together, AIA Bhd., AIA PUBLIC Takaful Bhd., AIA General Berhad and AIA Pension and Asset Management Sdn. Bhd. have been serving Malaysians for over 72 years.

As one of the country's leading insurance and takaful providers, AIA Malaysia offers a wide range of innovative as well as comprehensive conventional and shariah-compliant solutions spanning Life and Health, Family Takaful, Employee Benefits, Motor, Personal Accident, Mortgage, Commercial Insurance and Retirement schemes that meet its customers' health, wealth and protection needs at every life stage.

Through its nationwide service centre network, a well-trained team of more than 2,600 employees, and dedicated and diverse distribution footprint comprising its 20,500 strong Life Planner force, exclusive bank partners, corporate sales team and brokers, AIA Malaysia remains committed to partnering its 4.7 million customers; supporting and helping them to live Healthier, Longer, Better Lives.

### **About AIA Group**

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, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR, 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\$302 billion as of 30 June 2022.

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 40 million individual policies and over 17 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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