



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Appoints Harry Kane as an AIA Ambassador

Kuala Lumpur, 5 January 2023 – AIA Group Limited (the “Company”; stock code: 1299, and together with its subsidiaries, “AIA” or the “Group”) is pleased to announce that Harry Kane, Tottenham Hotspur striker and England captain, has been appointed as an AIA Ambassador. This ambassadorship builds on the 10-year association with Harry through AIA’s partnership with Tottenham Hotspur.

Both AIA and Harry share a desire to address mental health and resilience. Through the partnership, AIA will collaborate with the Harry Kane Foundation (HKF) to champion the importance of health and mental wellbeing. This campaign will commence with Harry’s self-produced animation entitled **Harry Kane: Resilience** to promote the importance of positive thinking, self-belief and having the support of others.

Stuart A. Spencer, AIA Group Chief Marketing Officer, said, “We are excited to welcome Harry Kane as an AIA Ambassador and deepen our partnership with Tottenham Hotspur. AIA is committed to accelerating a movement across Asia to engage one billion people to live Healthier, Longer, Better Lives by 2030. Harry’s enormous following and influence will help inspire and educate communities across the region.”

Harry Kane said, “I am delighted to be appointed as an AIA Ambassador. I believe in the value of maintaining a healthy lifestyle and feel it is important to use my position to encourage people to look after their mental health. I am looking forward to working closely with AIA and supporting the Company’s efforts to improve the health of communities across Asia.”

AIA has been Tottenham Hotspur Football Club’s Global Principal Partner since 2013. The partnership has been a powerful vehicle to deepen engagement with AIA communities across the region, and its popular football clinics have benefitted 80,000 children.

Harry joins a network of local AIA ambassadors, thought leaders, subject matter experts and change makers across the 18 markets that AIA operates in, including Datuk Nicol David who is AIA Malaysia’s Ambassador.

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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 and 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").

About Harry Kane Foundation (HKF)

Harry launched Harry Kane Foundation on World Mental Health Day, 10th October 2022, with a long-term goal to help transform a generation's thinking about mental health. It marked the start of Harry's journey to learn more about mental health and collaborate with a team of experts, charitable organisations and strategic partners to promote positive habits that support mental health, tackle stigma, and provide practical support.

The purpose of HKF is to help normalise conversations around mental health, promote positive habits that support mental health and tackle stigma.

HKF will raise funding through Harry's personal contributions, strategic partnerships, private donations and fundraising activities and events.

100% of public donations will directly impact mental health charities, transformational projects and vital research supported by the HKF.

HKF is a restricted fund registered under the auspices of Prism The Gift Fund, charity number: 1099682.

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