

REAL MUSIC NEVER STOPS

TAYLOR SWIFT
THE RED TOUR
PRESENTED BY


AIA's RED Countdown to Taylor Swift Concert Live in Kuala Lumpur

Kuala Lumpur, 2 June 2014: AIA Bhd. proved *"Real Music Never Stops"* at The AIA Red Party as hundreds of Swifties gathered to celebrate the countdown to Taylor Swift's Live Concert in Kuala Lumpur. Held at The Square @ Publika, AIA's contest winners, media representatives, employees and business partners dressed in their best red outfits in keeping with the event's theme and Taylor Swift's **'The Red Tour'**.

"We are excited to be bringing in an international superstar like Taylor Swift who has a massive following in Malaysia. Our lead sponsorship of Taylor Swift's "The Red Tour" in Kuala Lumpur presents the perfect opportunity for us to connect with and bring young people together to share in this exciting experience with AIA," said Bill Lisle, Chief Executive Officer of AIA Bhd.

The highlight of The AIA Red Party was the Best Dressed Contest where guests dressed in red were shortlisted to come up on stage to wow the crowd with their best rendition of their idol's song. The winner, Ashley Tay from Kuala Lumpur walked away with 2 tickets to the AIA Real Life Now Festival 2014 to watch Lady Gaga, PSY, Big Bang perform live in Seoul, Korea on 15 & 16 August in an all-expense-paid trip by AIA.

"Thank you AIA Bhd. for making my dream come true. For this trip, I will bring my mother along because she has never travelled abroad. Just like AIA, I want to give her the 'real' life moments of being in another country!" says the 19 year-old student.

As the Lead Sponsor of Taylor Swift's sold-out concert in Kuala Lumpur on 11 June 2014, AIA launched a contest on its Facebook page www.facebook.com/AIABhdMalaysia to invite participation from Taylor Swift fans interested to win concert tickets and exclusive Taylor Swift merchandise. Based on the theme 'AIA Real Music Never Stops', participants were invited to share photos and videos that depict what the phrase *"Real Music Never Stops"* meant to them in the most creative way. Out of more than 1,000 submissions, three lucky winners Grace Fung, Diane Ngu and Natasha Yap from Selangor, Penang and Kuala Lumpur respectively walked away with the chance to meet Taylor Swift in person and have their photo taken with her.

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During the party, fans were treated to make-overs and given a red carpet experience with various photo booths, backdrops with funky props and Taylor Swift life-size cut-outs set up for them to take photos with. Exclusive merchandise such as Taylor Swift-AIA fridge magnets and T-shirts were given to the guests while Elecoldxhot – second runner up-of the World Hip-hop International 2013, Las Vegas – had the crowd awe-struck and on their feet as they showed off their hip-hop moves.

AIA also collaborated with selected radio stations and publications on a series of mini contests that attracted thousands of fans to win concert tickets and exclusive merchandise. To create more buzz, ten ladies dressed in 'Amazing RED' made special appearances at busy areas near colleges and shopping malls to promote 'AIA's Real Music Never Stops' contest.

Taylor Swift Live in Kuala Lumpur marks AIA's lead sponsorship following the successful presentation of the AIA K-POP concert in Kuala Lumpur last June, featuring BEAST, 4Minute and G.NA.

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About Taylor Swift

Lauded by The New York Times as “one of the most important pop artists of the last decade,” and by Rolling Stone as “one of the few genuine rock stars we’ve got these days,” 24 year-old Taylor Swift is a seven-time GRAMMY winner, and is the youngest winner in history of the music industry’s highest honor, the Grammy Award for Album of the Year. With the 2012 release of her album RED, she is the only female artist in music history (and just the fourth artist ever) to twice have an album hit the 1 million first-week sales figure. She holds the record for the biggest digital sales week ever for a song by a woman, and for the second-largest song sales week overall, as well as the worldwide iTunes record for highest ever first-week album sales. With RED, Taylor became the first artist since the Beatles (and the only female artist in history) to log six or more weeks at #1 with three consecutive studio albums.

Taylor has an album on Rolling Stone’s prestigious The 50 Greatest Albums of All Time (by women) list, and Time magazine has named her one of the 100 most influential people in the world. She is Billboard’s youngest-ever Woman of the Year, and her more than 100 industry award wins have included the American Music Awards’ Artist of the Year, the Country Music Association and the Academy of Country Music’s Entertainer of the Year and three European Music Awards.

Taylor, who writes all of her own songs, has career record sales in excess of 26 million albums and 75 million song downloads worldwide, and her two most recent albums are two of only 18 albums in the entire history of music to sell more than 1 million copies in a single week. She has had singles top both the country and pop radio charts around the globe, and has thus far scored 13 #1 singles across multiple radio formats. She is one of the top 5-selling digital music artists worldwide, and is the top-selling digital artist in country music history.

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 high quality products including Protection, Health, Personal Accident, General Insurance, Employee Benefits, Retirement and Family Takaful options to meet our customers’ protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a tied agency force of close to 17,000 members, 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. in Malaysia has the financial strength, experience, service centre network as well as a well-trained team of more than 2,000 staff to serve its over 2.6 million customers nationwide. As at end 2013, AIA Bhd.’s total asset worth was RM42 billion, with a paid-up capital of RM767 million.

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