



**THE REAL LIFE
COMPANY**

Media Release

AIA launches *Letters for the Future*

New digital-led campaign inspires parents to write messages of love and hopes to their children

Kuala Lumpur, 2 September 2014 - AIA Bhd. has debuted a new campaign *Letters for the Future* that invites parents to write their messages of love and hopes, for these to later be shared with their children. Motivated by the insight that parents often tend to focus on the present, and sometimes find it difficult to say the things that matter most to them, the campaign serves as a gentle nudge for parents to reflect on the most important thoughts, hopes or advices they would like to share with their children and then to write them down, virtually at first. The messages will then be beautifully packaged as time capsules to be delivered to the parents, so they can present them to their children when they are older.

Thomas Wong, Chief Marketing Officer of AIA Bhd., said, “*Letters for the Future* is meant to inspire parents to leave a legacy of love for their children. In today’s fast-paced world, important words like “*I love you*” or “*I appreciate you*” are often left unsaid. Writing a letter that expresses those feelings will serve as a constant reminder of our love and devotion for our children as they journey through life, even when we are no longer around in the future.”

The letters, which will be published on AIA Bhd.’s Facebook page, will provide parents a platform to share their stories as well as look to each other for encouragement and motivation. The letter templates can be viewed on [facebook.com/AIABhdMalaysia](https://www.facebook.com/AIABhdMalaysia). Users will need to login using their Facebook account, upload their child’s photo and proceed to write their letter for the future.

The campaign, which will run over a six-week period from 2 September to 12 October 2014, is supported by top social media influencers in Malaysia. Nuffnang Malaysia founder Timothy Tiah, for one, shares his heart-warming tale, told through a video, of his hopes and dreams for his son who was born prematurely. Other inspiring stories come from celebrity bloggers like Sazzy Falak, Aishah Sinclair and Samantha Lee.

For each letter submitted, AIA will donate RM1 into the AIA Touching Lives Fund to help children with congenital heart illnesses or those born with a cleft condition undergo corrective surgery.

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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 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 3 million customers nationwide. As at end 2013, AIA Bhd.'s total asset worth was RM42 billion, with a paid-up capital of RM767 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 operations in 17 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, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai over 90 years ago. 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\$159 billion as of 31 May 2014.

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 28 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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