



NEWS RELEASE

Over 15,000 Ran To The Beat In Second Edition Of THE MUSIC RUN™ BY AIA In Kuala Lumpur!

KUALA LUMPUR, 10th October 2015: Over 15,000 Music Runners™ thronged the iconic Sepang International Circuit on 10 October 2015 to run, dance and party to the beat of their favourite music tracks at the second edition of **The Music Run™ by AIA**. Its return to Kuala Lumpur, the city that hosted the very first Music Run event in the world in March 2014, was greeted by the largest turnout of fans The Music Run has seen thus far in Asia.

Set over 5km, The Music Run™ by AIA saw participants pass through five zones, each featuring a different music genre namely Rock, Pop, Old School, Hip Hop and Dance. Runners helped to decide on the music they wanted to listen to in each zone via a bespoke music selection created in collaboration with digital music partner, Spotify. The more a song was listened to, voted for and shared on Facebook, the more likely it was to end up as one of the songs played during the run. Concert-quality speakers lined the entire track, creating a truly immersive music experience.

The Event Promoter of The Music Run™ across Asia, Exceed Sports & Entertainment Executive Director Martin Capstick said, “We are proud to continue the resounding success of The Music Run™ by AIA in Malaysia as the Run gathers an increasing legion of fans as it makes its way through Asia. This year, Malaysia attracted a record-breaking participation of 15,000 Music Runners, far exceeding our goal. The powerful combination of music and running creates an amazing experience for casual runners and music lovers alike, and the strong turnout from the Malaysian community proves that The Music Run is a unique fun run.”

Martin added that Presenting Sponsor AIA Bhd. had been instrumental in the growth of The Music Run™ since its Malaysian debut last year, helping to bring the phenomenon to other parts of Asia, including major cities like Bangkok, Singapore, Manila and Shanghai.

“We are delighted to sponsor The Music Run™ for a second year in Kuala Lumpur. AIA is committed to helping Malaysians live longer, healthier lives and we see this as a unique platform to promote more positive health attitudes and the spirit of community among our customers, employees, life planners and partners,” said Anusha Thavarajah, Chief Executive Officer of AIA Bhd.

“The Music Run™ is fast becoming a household brand across Asia and we are excited to be a part of this growing phenomenon,” Anusha added.

This year’s The Music Run™ by AIA Kuala Lumpur kicked off in the late afternoon and culminated in a pulsating After Party at The Music Village that lasted throughout the evening. A mass Zumba warm-up session led by Fitness First instructors generated an electrifying atmosphere from as early as 4.30pm.

At 5.00pm, AIA Bhd.’s Chief Executive Officer, Anusha Thavarajah, flagged off the first wave of Music Runners™ who grooved to the rousing beats of ‘We will rock you by Queen in the AirAsia Rock Zone. As Music Runners™ made their way across the 5km Soundtrack, they were treated to activities in each Music Zone, once of the highlights being the AIA Mobile Party Bus in the AIA Dance Zone.

The euphoric mood continued at the After Party held in The Music Village, as Australia’s DJ Gregggy kept energy levels at a high with his mix of feel-good songs and upbeat tracks. The event also featured some of the hottest personalities and music acts in Malaysia. Music Runners™ were treated to stellar music performances by Paperplane Pursuit and Darren Ashley, while radio deejay Linora Low kept Music Runners™ fists pumping and hearts thumping long into the night.

The Music Run™ is owned by Fresh Events Asia and promoted by Exceed Sports & Entertainment. AIA Bhd. is the Presenting Sponsor for The Music Run™ Kuala Lumpur and is joined by Petron (Official Sponsor), AirAsia (Official Airline), Da Men (Official Mall), Public Bank (Official Bank), BP Healthcare (Official Healthcare Partner), Fitness First (Official Fitness Partner), Parkamaya (Official Retailer), GrabCar (Transport Partner), 100Plus (Official Beverage), Spotify (Digital Music Partner) and iM4U (Official Volunteer platform).

For more information, kindly visit the <http://www.themusicrun.com.my> or our Facebook page at <http://www.facebook.com/TheMusicRunMY>. The Music Run™ by AIA KL final day playlists can be viewed on Spotify at <https://open.spotify.com/user/themusicrunglobal>.

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About The Music Run™

Launched in 2014 by Fresh Events Global, The Music Run™ is the only 5km fun run that puts music at the heart. For music lovers, casual runners and fun seekers, the bespoke digital music selection mechanic lets fans play DJ and help decide the music they want to listen to across 5km's with five different beats. The Music Run™ is total music immersion with Music Every Step of the Way™.

www.themusicrun.com

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 solutions to meet our customers' protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a 16,000-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 2,000 staff to serve our 3 million customers nationwide. As at end 2014, AIA Bhd.'s total asset worth was RM46 billion, with a paid-up capital of RM767 million.

About Spotify

Spotify is an award-winning digital music service that gives you on-demand access to over 30 million tracks. Our dream is to make all the world's music available instantly to everyone, wherever and whenever you want it. Spotify makes it easier than ever to discover, manage and share music with your friends, while making sure that artists get a fair deal.

Spotify is now available in 58 markets globally with more than 75 million* active users, and over 20 million paying subscribers.

Since its launch in Sweden in 2008, Spotify has driven more than US\$3bn to rights holders. Spotify is now the second biggest source of digital music revenue for labels in Europe, and the biggest and most successful music streaming service of its kind globally.

**Users active within the previous 30 days.*

Further information

For more information, images, or to contact the Spotify team, please head over to our press page at

<http://press.spotify.com/>

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