

# REAL MUSIC NEVER STOPS



## MEDIA RELEASE

### AIA Generasi Malaysia Concert Celebrates Malaysia's Unique Identity

**Kuala Lumpur, 20 April 2015:** AIA Bhd. is once again harnessing the power of music to unite Malaysians by hosting the **AIA Generasi Malaysia Concert**. Set to rock the stage at the Putra Indoor Stadium Bukit Jalil on Friday, 12 June 2015, it will bring together three of Malaysia's hottest internationally acclaimed music artistes to celebrate Malaysia's unique identity.

Performing together on stage for the first time are Asia's sweetheart and Asian Wave Season 1 Grand Champion **Shila Amzah**; multi-award winning singer and songwriter **Reshmonu**, who is famous for his pop reggae and high-energy dance moves; and **Gary Chaw** or better known as **Cao Ge** to many, who is best known for his powerful vocals, which has led him to be widely recognised as one of Asia's best male singers.

The three artistes will bring their own brand of music and style to the stage as well as perform their chart-toppers in multiple languages to make it an unforgettable Malaysian music experience. Furthermore, concert-goers will get the chance to enjoy the world premiere duets and group performances by the trio.

The concert gives AIA the opportunity to unite Malaysians to celebrate our unique Malaysian identity. "At AIA, we believe that music unites people. Through the **AIA Generasi Malaysia Concert**, we hope to bring together Malaysians from all walks of life to salute our top Malaysian music talents who have raised the profile of Malaysia on the world stage," said AIA Bhd. CEO Bill Lisle.

"Malaysia's strength is its diversity, and we believe this one-of-a-kind music experience by Malaysians for Malaysians will capture the true spirit of Generasi Malaysia," Lisle added.

The **AIA Generasi Malaysia Concert** follows AIA's successful presentation of Taylor Swift's Red Tour in Kuala Lumpur in 2014 and the AIA K-POP Concert in 2013.

AIA will launch a series of #GenerasiMalaysia photo and video contests on its Facebook page [www.facebook.com/AIAMalaysia](http://www.facebook.com/AIAMalaysia) starting 20 April 2015, and collaborate with selected radio stations and publications, to give the public a chance to win concert tickets, exclusive merchandise and passes to meet the artistes in person.

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In line with the **Generasi Malaysia** theme, AIA Bhd. will partner with Dasein Academy of Art to showcase art pieces depicting scenes that portray the spirit of Malaysia and its unique identity. These art pieces will be created by the students from the academy.

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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 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.

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