DISTRICT | AIA Vitality

PRESS RELEASE
For Immediate Publication

DISTRICT RACE BY AIA VITALITY IS NOW IN MALAYSIA
GET YOUR GAME ON WITH THE WORLD'S GREATEST URBAN EXPLORATION RACE

[KUALA LUMPUR, JUNE 20, 2019] – District Race, the world's greatest urban exploration race, presented by AIA Vitality made its Malaysian debut in Kuala Lumpur today. First launched in Singapore in 2018, District is a ground-breaking technology platform that encourages people to lead active, healthy lifestyles by providing an engaging and fun urban exploration experience through the District Race app.

Ben Pember, Chief Executive Officer of District Technologies said: "Having conducted successful District Races in Hong Kong and Singapore, we are excited to finally introduce District Race to Malaysia. By offering Malaysians a brand new urban exploration experience, we hope to enable active living and allow everyone to develop a greater appreciation of their cities. District Race is designed for anyone and everyone, and we believe that District Race is a great starting point to motivate people to get out and rediscover what their cities have to offer."

Heng Zee Wang, Chief Marketing Officer of AIA Malaysia echoes his sentiments: "Maintaining a regular workout regime and an active lifestyle can be quite challenging for the current generation. Our work and family commitments plus long commutes often are barriers to us being able to maintain a healthy lifestyle. This is why AIA is excited to bring District Race to Malaysia for the first time ever – as a platform that enables Malaysians to explore their cities in a whole new way with their families and friends. We're always looking for new and innovative ways to empower Malaysians to lead healthier, longer and better lives, and District promises a ground-breaking experience for everyone."

The World's Greatest Exploration App
District Race app is an experiential technology platform that is redefining running and urban exploration through gamification. By combining cutting-edge augmented reality and location-based technology, the District Race app brings cities to life in an immersive urban exploration race.

Explorers can use the District Race app to navigate their way through the city, collecting as many points as possible by clearing virtual checkpoints and challenges. With no set route and set distance, explorers can create their own strategy and choose how they explore their cities.

From young urbanites looking to rediscover the city to elite runners who want to conquer a brand-new challenge or even families looking for a fun, healthy and educational experience together, District Race is designed to be an unforgettable experience for all.

Pre-event engagement to hype up the main race

The main race day will be held on 3rd November 2019 in Dataran Merdeka, Kuala Lumpur with ticket prices ranging from RM60 to RM130, including Early Bird and Regular ticket prices. Before the finale in Kuala Lumpur, the race will go live in stages across Kuala Lumpur, Penang, Melaka and Johor Bahru. Virtual checkpoints called 'grids' will be set up across these locations, allowing everyone to explore for free and have an amazing opportunity to experience the District Race before the finale. These grids will go live between 21 June and 20 October and give explorers the chance to win exciting prizes as they go out, explore and rediscover their cities.

A series of community events known as #ExploreEvents will also be held at these four cities, and will feature themed virtual districts. Each district offers different challenges that highlight landmarks, as well as the culture and heritage of each city.

Start exploring with the District Race app and be rewarded

District Race will be launching the Ultimate Explorer Challenge in Malaysia to encourage people to get out, explore, and level up their fitness. The person who scores the most points by completing District grids in Malaysia from 17th June to 2nd November 2019 will be rewarded with a round the world trip for them to try out our District Grids in more than 15 cities around the world.[1] This aligns with the mission of enabling everyone to go further, do more, and explore. The winner of this challenge will be announced at the main race day on 3rd November.

In addition, Explorers who download the app and complete at least five grids between 17th June and 31st July will also receive a free ticket to District Race Kuala Lumpur on 3rd November.

The world's greatest urban exploration race

Explorers can opt to join either of the two categories – *Discovery* and *Open* – on the main race day, as individuals or in teams of four. Both categories vary in terms of difficulty and the number of checkpoints.

The *Open* category is a classic category which has been created for those wanting to explore new places around their city and compete in new challenges – it comes with over 100 checkpoints and challenges to complete in two hours.

The *Discovery* category on the other hand, is a family-friendly grid that is recommended for beginners. This grid introduces Explorers to District Race with a smaller grid and a shorter one-hour mission, with over 50 checkpoints and challenges located around the Base location.

Each category includes three types of challenges that have to be completed, namely the Scan Challenge, Discovery Challenge, and Time Trial Challenge. Each challenge will test the explorers' skills such as speed, knowledge of the city, dexterity and problem-solving. To complete these challenges, explorers will have to strategise and plan their own routes, choosing the checkpoints that will maximise their points.

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[1] *Terms & Conditions apply. Explorers must complete a minimum of 100 sessions and should score a minimum of 5000 points per session.*

Explorers can track their progress on the live leaderboards hosted on the District Race app, creating a sense of friendly competition and a desire to push for that last checkpoint.

Tickets for District Race Kuala Lumpur are now available for sale on www.exploredistrict.com/en/events/kuala-lumpur

The District Race app is now available for download via the App Store and Google Play. Visit District Race Malaysia's website for more information and follow District Race Malaysia on social media for the latest updates.

Website: www.exploredistrict.com/en/events/kuala-lumpur
Facebook: www.facebook.com/DistrictRaceMY
Instagram: www.instagram/exploredistrictMY
#weareallexplorers #districtraceMY #AIAVitalityMY

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About District

District Technologies is an innovative technology company that is redefining running and urban exploration through gamification. Founded in 2017, District Technologies was born from a desire to reignite the spirit of discovery in all of us, and enable everyone to lead an active and social lifestyle. District Technologies' key offering is District, a first-of-its-kind experiential urban exploration app that combines ground-breaking location-based tracking and augmented reality technology to motivate people to rediscover their cities and level up their fitness by completing in-app challenges built around the urban environment. District Technologies also holds District Race events around the world that are built around the District app. District Technologies is headquartered in Singapore and has since established a global presence, with key markets in Asia-Pacific and Europe.

For additional information, visit www.exploredistrict.com.

About AIA Bhd.

AIA Bhd. is a leading insurer in Malaysia, where they have been privileged to do business since 1948. AIA offers a suite of financial solutions including Protection, Health, Personal Accident, Employee Benefits, Mortgage, and Retirement products to meet their customers' protection and financial security needs at every life stage. Through their wide and diverse distribution footprint which comprises a 14,000 strong Life Planner force, their exclusive bank partner's branches nationwide as well as corporate sales teams and brokers, AIA gives their customers the choice of deciding how, when and where they connect with them.

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 their 3.5 million customers nationwide. As at 30 June 2018, AIA Bhd.'s total asset worth was RM51 billion, with a paid-up capital of RM1,451 million.

About AIA Vitality

AIA Vitality is Asia's first and only comprehensive science-backed health programme. It provides members with the knowledge, tools and motivation to bring about long-term positive behavioural changes to lead a healthier life. AIA Vitality members are incentivised to actively engage in health and wellness activities by offering them a range of benefits including extra insurance benefits on selected insurance and Takaful plans as well as savings and discounts from AIA Vitality partners.

Learn more about AIA Vitality at www.aiavitality.com.my

Appendix A - Event Information

Event Date	3 November 2019 (Sunday)
Event Venue	Dataran Merdeka, Kuala Lumpur
Event Time	From 6:00 AM until 4:00 PM Programme: 0600 - Gates Open 0645 - Elite Wave 0700 - Open Waves begin 1200 - Prize Presentation 1400 - Discovery Waves begin 1600 - Event Ends
Run Distance	With no set route and no set distance, explorers can strategise and plan their own routes, choosing which checkpoints and challenges to clear that will maximise their point.
Registration Fees	

	Open	Discovery
Super Early **(17 Jun – 30 Jun)**	RM 70	RM 60
Early Bird **(1 Jul – 31 Jul)**	RM 80	RM 70
Regular **(1 Aug – 30 Sep)**	RM 90	RM 80
Late **(1 Oct – 20 Oct)**	RM 100	RM 90
Last Call **(21 Oct – 1 Nov)**	RM 110	RM 100

* Team of four receives 10% discount during registration.
* AIA Vitality members will receive a 20% discount by using promo code.

How to Register	Online Registration via Credit / Debit Card / PayPal on www.exploredistrict.com/en/events/kuala-lumpur
Registration Deadline	1 November 2019 *Registration ends when all entries are filled*
Official URLs	Website: www.exploredistrict.com/en/events/kuala-lumpur Facebook: www.facebook.com/DistrictRaceMY Instagram: www.instagram/exploredistrictMY #weareallexplorers #districtraceMY #AIAVitalityMY

Event Organiser	District Technologies Pte Ltd
Race Pack Collection	To Be Announced
Race Pack Items	All District Race Kits include the following items: ● District Race KL Tee ● AR-Enabled District Race KL Sticker ● District Race Bag ● AR-Enabled Finisher Medal (collect at finish line)

Appendix B - DISTRICT RACE BY AIA VITALITY 101

The Grid
The Grid will feature different areas in Kuala Lumpur, with each offering a unique race experience. The Grid with virtual checkpoints will be released closer to the main race day so explorers can strategise and plan their route.

Checkpoints and Challenges
Explorers can devise their own strategy and route and collect as many points as possible from Checkpoints & Challenges within the Grid within the time limit. Points are awarded when explorers successfully navigate to a checkpoint or challenge. Receive additional points when a challenge is completed.

There are 3 types of challenges – Scan Challenge, Discovery Challenge, and Time Trial Challenge, each requiring a combination of 4 different skill sets – city knowledge, speed & endurance, dexterity, and problem-solving.

The Points
Checkpoint scores range from 100 to 400, while challenge scores begin at 500 points.

All explorers will need to collect as many points as possible within the time limit. Track rankings on our live leader board – collect as many points as possible and return to the District Base within the time limit to win. Late return to the District Base will result in a points-deduction penalty.

The Categories

OPEN - It is the classic category with over 100 checkpoints and challenges. It is created for those wanting to explore new places around their city and compete in new challenges. Explorers can join individually or as a team of 4 and complete the race in 2 hours.

DISCOVERY -It is a family friendly grid that's recommended for beginners. This grid introduces Explorers to District Race with a smaller grid and a shorter 1-hour mission. There are over 50 checkpoints and challenges around the Base location. Explorers can join individually or as a team of 4.

District Base
The District Base is the heart of the District Race. Located at Dataran Merdeka, Kuala Lumpur, District racers can experience awesome tech-focused activities, augmented reality and virtual reality games, great food, drinks and pumping music before and after the race.