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Photo Release

AIA Malaysia Committed to Promoting Family Fitness As Part of Tackling Chronic Disease in Malaysia

2,300 visitors liven up AIA Malaysia's Jom! Live with Vitality Carnival

KUALA LUMPUR, 16 March 2023 – With about 8.1 percent of the adult population in Malaysia having all risk factors for chronic diseases¹, it is important to inculcate healthy habits among families. Towards this goal, AIA Malaysia organised the **Jom! Live with Vitality Carnival** which attracted a crowd of 2,300 visitors who turned up to enjoy a day of health and wellness held at Taman Metropolitan Kepong, Kuala Lumpur on 11 March 2023.

Young and old alike enjoyed a morning of health and wellness including a Zumba session by AIA Vitality partner Fitness First, an energising workout with AIA Malaysia Ambassador Datuk Nicol David, a light and easy treasure hunt, lucky draws, relaxing neck and shoulder massages, and many more.

Going a step further, AIA Malaysia also partnered with Pantai Hospital KL to conduct medical checks at the carnival, which covered BMI, blood pressure, glucose and cholesterol tests for free while Fitness First conducted postural assessments. While parents or grandparents go for these tests, kids get to enjoy inflatable challenges and play many fun carnival games.

“We are excited to host a much bigger carnival this year after receiving overwhelming response at our first Jom! Live with Vitality event in June 2022 with 300 guests. AIA is committed to engaging and supporting Malaysians to live their best lives through activities that drive the importance of practising a healthy lifestyle to tackle increasing chronic diseases in Malaysia,” said Heng Zee Wang, Chief Marketing Officer of AIA Malaysia.

Back in 2018, AIA Malaysia first adopted Taman Metropolitan Kepong by launching its first ever Laman Cergas AIA Vitality in partnership with Kuala Lumpur City Hall (DBKL) with the purpose of encouraging Malaysians to be more active and overcome a sedentary lifestyle. It has received an overwhelming response from the public, with footfall at the park ranging from 3,000 visitors per day during weekdays up to 18,000 visitors per day during weekends.

“In line with our mission to encourage families to live Healthier, Longer, Better lives, we are happy that since its installation, park goers have actively used our Laman Cergas to exercise and workout with family and friends. Based on an AIA survey conducted in February 2023, four out of five people visited the Laman Cergas AIA Vitality at least once a week or more and 83

¹ Reference: [Survey: 1.7 Million Malaysians Risk Three Chronic Conditions](#), Code Blue, 29 May 2020

percent of park visitors said they enjoyed the area. We are heartened with this positive feedback and are adding further enhancements for visitors at several areas of the park in the near future,” said Zee Wang.

Participants started arriving at the carnival as early as 7am, eager and ready to kick off their day with an energising work out. One of the carnival goers, Izzie, 32, said she heard about the event from friends and was excited to join the carnival, “I prefer group events like this that allows us to join with family and friends. Besides enjoying healthy activities at the carnival, it is also a good bonding time with friends where we can have fun playing games together.”

“The carnival is also a great motivation for us, as we are usually not early birds, but today we were up early to catch all the fun activities,” enthused Izzie, who was present with her friend Intan, 32. Both hail from neighbouring Setapak.

Meanwhile, student Lim Hao Han, 15, said his parents registered for the carnival as a good way to have some family fun, and to try something different, which was also free for all, “The carnival gave us a chance to enjoy the outdoors and take part in the many activities together as a family,” said Lim, who made his way all the way from Damansara with his family.

The Jom! Live with Vitality events are part of AIA Malaysia’s commitment to support the AIA One Billion movement in engaging, educating, and inspiring one billion people across Asia to live Healthier, Longer, Better Lives. The campaign reflects the insurer’s ongoing commitment in improving societal health and wellbeing in the communities it operates in.

For more information on AIA Malaysia’s health and wellness related initiatives, visit www.aia.com.my



Carnival participants start the day with an energising Zumba session during AIA Malaysia’s Jom! Live with Vitality Carnival at Taman Metropolitan Kepong



Datuk Nicol David, Ambassador of AIA Malaysia leading her work out session, demonstrating how to incorporate light work outs into your day.



Participants happy with their goodies from AIA Malaysia at the carnival.



Big winner of the Day! Heng Zee Wang, Chief Marketing Officer of AIA Malaysia (right) together with the grand prize lucky draw winners.



One of the happy families who completed the Treasure Hunt at AIA Malaysia's Jom! Live with Vitality Carnival





Young and old happily enjoying various fun activities organised by AIA Malaysia

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About AIA Malaysia

AIA Malaysia is part of AIA Group, the largest independent publicly listed pan-Asian life insurance group. Together, AIA Bhd., AIA PUBLIC Takaful Bhd., AIA General Berhad and AIA Pension and Asset Management Sdn. Bhd. have been serving Malaysians for over 72 years.

As one of the country's leading insurance and takaful providers, AIA Malaysia offers a wide range of innovative as well as comprehensive conventional and shariah-compliant solutions spanning Life and Health, Family Takaful, Employee Benefits, Motor, Personal Accident, Mortgage, Commercial Insurance and Retirement schemes that meet its customers' health, wealth and protection needs at every life stage.

Through its nationwide service centre network, a well-trained team of more than 2,600 employees, and dedicated and diverse distribution footprint comprising its 20,500 strong Life Planner force, exclusive bank partners, corporate sales team and brokers, AIA Malaysia remains committed to partnering its 4.7 million customers; supporting and helping them to live Healthier, Longer, Better Lives.

About AIA Group

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR(4), Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR(5), and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$303 billion as of 31 December 2022.

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, AIA serves the holders of more than 41 million individual policies and over 17 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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