



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Malaysia Launches AIA Healthiest Schools to Shape Healthy Habits in Future Generations

Supported by the Ministry of Education Malaysia, the AIA Healthiest Schools programme uses education as a tool to empower school children to cultivate healthy habits

AIA
healthiest
schools



Kuala Lumpur, 12 October 2023 – AIA Malaysia today launched the AIA Healthiest Schools programme designed to encourage healthy living habits among students aged five to 16 by promoting healthy eating, active lifestyles, mental wellbeing, as well as health and sustainability in schools.

The AIA Healthiest Schools programme, which is supported by the Ministry of Education Malaysia, will provide free resources that teachers can easily use and integrate with their existing teaching plans. These resources will equip them to effectively introduce health and wellbeing concepts into their classrooms. The programme is open to all government, private and international schools, both primary and secondary levels.

A National Health and Morbidity Survey in 2022 showed that one-third of Malaysian teenagers aged 13-17 are overweight or obese¹, which can lead to a range of chronic illnesses that are usually only associated with older adults. Additionally, there is increasing recognition that younger children are experiencing mental health difficulties, with 1 in 20 Malaysian children aged five to nine estimated to have mental disorders, which include developmental disorders, such as anxiety and depression².

¹ Reference: [NHMS Survey: One-Third Of Malaysian Teens Are Overweight Or Obese](#), Code Blue, 1 June 2023

² Reference: [Mental disorders among the young on the rise](#), The Star, 20 September 2022

“Undoubtedly, one of the most pressing concerns in our nation is the state of our children’s health. We believe in the value that AIA Healthiest Schools programme will bring to our country - it is a proactive step towards promoting health literacy and wellbeing among Malaysian children through reliable and accessible educational resources,” said Ben Ng, Chief Executive Officer of AIA Malaysia.

“As an organisation that advocates for Healthier, Longer, Better Lives, we want to do our part to address the increasing rate of childhood health issues. As individuals, parents, schools, corporations and a country, we owe it to our children to do better in supporting their ability to inculcate a healthier lifestyle. Health is our greatest asset, and it is important that our future generations have a chance at living a healthier, happier and more fulfilling life. The AIA Healthiest Schools programme will be a natural extension of our advocacy and social responsibility, aimed at helping children be the best versions of themselves. We look forward to active participation from teachers and schools across Malaysia,” he added.

AIA Malaysia is working together with LeapEd, an organisation dedicated to whole-school transformation and student-centred learning, to implement the AIA Healthiest Schools programme in Malaysia. The programme provides free downloadable resources, available in multiple languages (English, Bahasa Melayu and Mandarin), which consist of introduction films, flexible activities, lesson plans, and fun games. Interactive workshops for teachers are also set to take place in Kuala Lumpur, Kuching, and Ipoh to assist them in integrating the programme and adapting lessons into their existing teaching materials.



Examples of the resources available for teachers

The AIA Healthiest Schools programme includes a competition to motivate participating schools to showcase their impact and success in driving better health outcomes amongst students. The competition will also serve as a platform for schools to build communities that share best practices and spark innovative ideas around promoting health and wellness. Prizes totalling USD 100,000 will be awarded to the schools that demonstrate the best health and wellness efforts.

The AIA Healthiest Schools programme was launched by AIA Group in 2022 as part of its Environmental, Social and Governance (ESG) strategy with the purpose of bringing positive impact to the improvement of children’s health across the region. The first edition of the programme was held in four of AIA’s 18 markets – Australia, Hong Kong, Thailand and Vietnam.

For more information on the AIA Healthiest Schools programme and how to get access to the free downloadable teaching resources, please visit <https://ahs.aia.com/my/en/>

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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 75 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 customer centre network, a well-trained team of more than 2,400 employees, and dedicated and diverse distribution footprint comprising its 20,000 strong Life Planner force, exclusive bank partners, corporate sales team and brokers, AIA Malaysia remains committed to partnering its 5 million customers; supporting and helping them to live Healthier, Longer, Better Lives.

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 a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR, and a 49 per cent joint venture in India. In addition, AIA has a 24.99 per cent shareholding in China Post Life Insurance Co., Ltd.

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\$276 billion as of 30 June 2023.

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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