



**FOR IMMEDIATE RELEASE**

**AIA Allocates RM380,000 for Fund to Promote Health  
& Wellbeing Community Programmes**

*New CSR Platform dedicated to helping the community lead  
better and healthier lives.*

**Kuala Lumpur, November 15, 2013** – AIA Bhd. today officially launched its new Corporate Social Responsibility (CSR) programme ***AIA Touching Lives*** with the setting up of a fund with an initial allocation of RM380,000, which was contributed by employees through various fund-raising activities held in October and the company via a collaboration with Facebook fans to encourage the public's participation.

In conjunction with the launch, AIA Bhd. reaffirmed its commitment towards two worthy causes it has championed over the years by providing financial aid to children born with congenital heart illness and cleft lip/palate conditions which afflict some children from birth but which can be corrected, thereby enabling them to go on to lead healthy lives. Of the total funds available, RM81,500 was disbursed today to eight children with congenital heart illness while RM50,000 was pledged to the Cleft Lip and Palate Association of Malaysia which collaborates with the company to highlight cases of children with cleft in need of financial assistance.

Through the years, AIA Bhd., with the strong support of its agency members, employees and corporate clients, has helped 186 children with congenital heart illness and more than 1,800 children born with cleft by way of sponsorship of corrective surgeries in addition to special feeding bottles for babies with cleft.

“By making it possible for our employees, life planners, customers and the community to participate in and benefit from a wide variety of health-oriented activities and caring initiatives, we aim to help people achieve their hope for a better future,” said Mark Tucker, Chief Executive and President of AIA Group Limited, which contributed RM100,000 towards the Fund.

AIA Touching Lives focuses on healthy living with an emphasis on activation and programmes that help the community lead better and healthier lives, reflecting the importance AIA places on contributing to the sustainability and well-being of the communities it serves.

Bill Lisle, Chief Executive Officer of AIA Bhd. said, "AIA Touching Lives was born out of the desire to connect with the community and see what life is like for those around us so we never lose sight of the reason we exist as a company. By showing a sustained interest in understanding the real life needs and problems of those around us, we can support them to overcome challenges and help them achieve their aims."

This year's fund raising activities were led by staff when in October, close to 1,000 AIA Bhd. employees unreservedly contributed their energy, resources and time to host activities ranging from an auction and online sale of prior-owned items to a bazaar held at AIA's Kuala Lumpur offices, raising a total of RM140,000 for the Fund.

In addition, AIA Bhd. launched a dedicated community page on Facebook which focused on promoting awareness of the two causes. To encourage public participation, AIA Bhd. pledged to donate RM 1 to the fund for every 'Like' the Page received and to double the contribution to RM200,000 if 100,000 'Likes' were achieved by 13 November 2013.

"Today, I am pleased to share with you that the Page has received more than 112,000 Likes. In recognition of our staff's contribution, the company will match the RM140,000 raised by them, thus bringing AIA Bhd.'s total contribution to RM280,000 from our original pledge of RM200,000. The public's support means that together, we can now ensure that 'Real Life Never Stops' for deserving children in need of financial aid," Lisle said, adding that AIA Group's contribution has helped to grow the Fund to RM380,000.

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## **About AIA Bhd.**

AIA Bhd., formerly American International Assurance 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 options to meet our customers' protection and financial security needs at every life stage. Through our wide and diverse distribution footprint which comprises a tied agency force of close to 17,000 members, 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. in Malaysia has the financial strength, experience, service centre network as well as a well-trained team of more than 2,000 staff to serve its over 2.6 million customers nationwide. As at end 2012, AIA Bhd.'s total asset worth was RM23 billion, with a paid-up capital of RM242 million.

## **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 operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$147 billion as of 31 May 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 27 million individual policies and over 16 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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