

REAL MUSIC NEVER STOPS

TAYLOR SWIFT
THE RED TOUR
PRESENTED BY


AIA Bhd. is the Lead Sponsor of Taylor Swift's The Red Tour in Kuala Lumpur

Kuala Lumpur, 18 April, 2014: AIA Bhd. is proud to announce its Lead Sponsorship of Taylor Swift's sold-out concert in Kuala Lumpur on 11 June 2014, as part of The RED Tour presented by Cornetto.

To add to the excitement in the weeks leading up to the concert, AIA Bhd. today launched a contest on its Facebook page www.facebook.com/AIABhdMalaysia to invite participation from Taylor Swift fans interested to win concert tickets and exclusive Taylor Swift merchandise. Based on the theme *AIA Real Music Never Stops*, participants are invited to share photos and videos that depict what the phrase "Real Music Never Stops" means to them in the most creative way.

Three lucky winners will get the chance to meet Taylor Swift in person and have their photo taken with her. In addition, contest winners will be invited to an exclusive countdown event on 31 May 2014 - The AIA Red Party - where they will collect their concert tickets and Taylor Swift merchandise.

AIA will also be collaborating with selected radio stations and publications on a series of mini contests for fans to win concert tickets and exclusive merchandise.

The life insurer's sponsorship of this concert, featuring an international superstar on a record-breaking worldwide concert tour, reinforces AIA's commitment to supporting contemporary music, and aligns the brand with key demographics - Malaysia's Gen Y population.

Bill Lisle, Chief Executive Officer of AIA Bhd., said "We believe in sharing real life experiences with our customers, life planners, employees and the community and hence we see this as the perfect opportunity to connect with and bring young people together to share in this exciting experience with AIA because real music never stops!"

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AIA is partnering with AEG Live, one of the world's leading entertainment companies, and Parallel Media Group, a leading sports entertainment and media agency, to produce the event.

John Cappo, President & CEO of AEG Asia said, "AEG is proud to be Taylor Swift's global touring partner. We are delighted to be working with AIA as the Lead Sponsor of the Malaysian performance. This is Taylor Swift's first time to Malaysia -- a market where she has many fans that appreciate her incredible talent. This is sure to be an exciting show and we thank AIA and our partners for their vision and support."

Following the life insurer's successful presentation of the AIA K-POP concert in Kuala Lumpur last June, featuring BEAST, 4Minute and G.NA, AIA is proud to be the Lead Sponsor for Taylor Swift's first visit to Malaysia.

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About Taylor Swift

Lauded by The New York Times as “one of the most important pop artists of the last decade,” and by Rolling Stone as “one of the few genuine rock stars we’ve got these days,” 24 year-old Taylor Swift is a seven-time GRAMMY winner, and is the youngest winner in history of the music industry’s highest honor, the Grammy Award for Album of the Year. With the 2012 release of her album RED, she is the only female artist in music history (and just the fourth artist ever) to twice have an album hit the 1 million first-week sales figure. She holds the record for the biggest digital sales week ever for a song by a woman, and for the second-largest song sales week overall, as well as the worldwide iTunes record for highest ever first-week album sales. With RED, Taylor became the first artist since the Beatles (and the only female artist in history) to log six or more weeks at #1 with three consecutive studio albums.

Taylor has an album on Rolling Stone’s prestigious The 50 Greatest Albums of All Time (by women) list, and Time magazine has named her one of the 100 most influential people in the world. She is Billboard’s youngest-ever Woman of the Year, and her more than 100 industry award wins have included the American Music Awards’ Artist of the Year, the Country Music Association and the Academy of Country Music’s Entertainer of the Year and three European Music Awards.

Taylor, who writes all of her own songs, has career record sales in excess of 26 million albums and 75 million song downloads worldwide, and her two most recent albums are two of only 18 albums in the entire history of music to sell more than 1 million copies in a single week. She has had singles top both the country and pop radio charts around the globe, and has thus far scored 13 #1 singles across multiple radio formats. She is one of the top 5-selling digital music artists worldwide, and is the top-selling digital artist in country music history.

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.

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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 2013, AIA Bhd.'s total asset worth was RM42 billion, with a paid-up capital of RM767 million.

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