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Media Release

AIA LAUNCHES REGIONAL AMBASSADOR PROGRAMME TO AMPLIFY HEALTHIER, LONGER, BETTER LIVES

Melbourne, 28 January 2021 - AIA Australia has today announced the launch of its first-ever Regional Ambassador Programme, an online community of some of the most influential health and well-being advocates in Asia who will come together to amplify AIA's purpose of helping people across the region to lead Healthier, Longer, Better Lives.

This innovative programme will be led by AIA Global Ambassador David Beckham and feature AIA health and wellness ambassadors from Malaysia, the Philippines, Australia and New Zealand, with plans to expand to other AIA markets as the platform develops. The programme will take an always-on approach that is 100 per cent focused on the activities AIA is implementing to drive its purpose, making it one of the most current and comprehensive ambassador programmes globally.

In addition to David Beckham, the diverse group of influencers includes coaches from AIA's partner Tottenham Hotspur Football Club, as well as celebrity chef Jeremy Pang, former world champion sports players, a Guinness world record holder, well-body advocates, and fitness entrepreneurs.

The Regional Ambassador Programme is the latest online initiative launched by AIA to engage its customers, agents and communities around the Group's purpose. It will give AIA's ambassadors the opportunity to co-create and collaborate around new ideas and inspirational content that will help promote Healthier, Longer, Better Lives, as well as celebrating cultural diversity and offering audiences access to different perspectives on health and wellness.

AIA Group Chief Marketing Officer Stuart A. Spencer said: "Throughout the COVID-19 pandemic, we have sought innovative ways to provide our customers with the practical health and wellness tips that they need to live Healthier, Longer, Better Lives. By combining the power of our ambassadors from around the region, we can reach a bigger audience across Asia and deliver even more inspiring content to help our communities stay motivated. We are delighted to launch this programme and we look forward to seeing it expand across the region over the coming months."

AIA Global Ambassador David Beckham said: "I'm very happy to be involved in the Regional Ambassador Programme and to share my journey through the COVID-19 pandemic. AIA has made a big commitment to supporting customers and communities with their brand promise of Healthier, Longer, Better Lives, and for me to join the other AIA ambassadors across Asia and hear how they have coped was really interesting.

"Everyone has handled this challenging time in their own way and found what works for them and their families, but what really comes through time and time again is how little changes can have a big positive impact now and form good habits for the longer term. I'm delighted to have been asked to lead this initiative with my fellow ambassadors."

The Regional Ambassador Programme builds on the success of AIA Live, AIA's first regional online wellness event held in August 2020, which reached 39 million people across more than 60 countries and featured 30 ambassadors and special guests.

To kick-off the programme, AIA hosted a one-hour online virtual session to "meet" with David Beckham, focusing on a discussion entitled, "Finding Hope & Ways to Cope through the Pandemic", which launched across various social channels and AIA's Healthy Living YouTube Channel on Friday 22 January 2021. Over the first three days, the campaign reached almost 1.5 million online, with almost 1.3 million video views and 44,400 engagements.

To view the “Finding Hope & Ways to Cope through the Pandemic” session, please visit the AIA Healthy Living YouTube Channel at <https://youtube.com/aiahealthyliving>. The session includes real, positive and inspiring content that generates both emotion, through personal stories and interaction, and motivation, in the form of tips and ideas.

The full list of participating ambassadors is as follows:

<p>Global/UK:</p> <ul style="list-style-type: none"> • David Beckham - AIA Global Ambassador • Jeremy Pang - UK Celebrity Chef • Anton Blackwood - Tottenham Hotspur International Development Coach • Shannon Moloney - Tottenham Hotspur International Development Coach
<p>Australia:</p> <ul style="list-style-type: none"> • Shane Crawford - AFL Legend • Laura Henshaw - Keep It Cleaner co-founder
<p>Malaysia:</p> <ul style="list-style-type: none"> • Nicol David - Former World Squash Champion
<p>New Zealand:</p> <ul style="list-style-type: none"> • Dame Valerie Adams - Women’s Shot Put World Champion • Ian Jones - Former All Black Rugby Legend • Jess Quinn - Model & Health and Wellness advocate
<p>The Philippines:</p> <ul style="list-style-type: none"> • Raymond Gutierrez - Creative Consultant and Fitspiration • Wil Dasovich - Content Creator • Solenn Heussaff-Bolzico - Artist, Founder of Solenn Manila • Nico Bolzico - Agri Entrepreneur • Anton Del Rosario - Founder, AIA Philam Life 7’s Football League

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 47 years’ experience. With a unique customer value proposition focused on life, health and wellbeing, our purpose is to make a difference in people’s lives.

In November 2019, AIA Australia commenced a Joint Cooperation Agreement (JCA) with the Commonwealth Bank of Australia (CBA) for the joint operation of their Australian life insurance businesses, AIA Australia and CommInsure Life. The JCA enables AIA Australia to exercise a level of direct management control and oversight over CommInsure Life.

Together, AIA Australia and CommInsure Life offer a range of products that protect and enhance the lives of more than 3.8 million Australians. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and best protected nations in the world. With AIA Vitality – the world’s leading science-based health and wellbeing program – we help members to live healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the Women in Finance Employer of the Year Award (2018, 2019), Super Review’s Best Insurer of the Year (2018, 2019), iSelect Partner Awards Insurer of the Year (2019), Insurance Asia International Life Insurer of the Year (Australia, 2020), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019) and Shared Value Awards Organisation of the Year (2020).

Further information at www.aia.com.au.

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