



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

Insurer AIA delivers a smash by partnering with Badminton Victoria

Monday 4th December 2023 — Leading life, health and wellbeing insurer AIA Australia is proud to announce today a brand-new partnership with Badminton Victoria.

AIA is coming onboard as official state partner. This will involve naming rights to key competitions in Badminton Victoria's yearly calendar, including AIA Vitality Junior Circuit and the AIA Vitality State Program.

Together, the organisations will collaborate to enhance the badminton experience, bring more excitement to competitions and events, and to contribute to the overall health of the community.

AIA Chief Marketing and Shared Value Officer, Stephanie Phillips said Badminton Victoria and AIA shared a common passion for health and wellbeing.

"Badminton Victoria is highly engaged in encouraging a healthy lifestyle and keeping active across all ages and all abilities. Their commitment matches our own and together, we are dedicated to promoting healthy living on and off the court," Ms Phillips said.

"This partnership further supports our commitment to helping Australians lead healthier, longer, better lives. We're incredibly proud to partner with Badminton Victoria to help us achieve this ambition."

Clint Proctor, CEO of Badminton Victoria, added: "At Badminton Victoria, we've always believed that our sport extends beyond the court. It's not just about the rallies and smashes; it's about fostering a community that values wellbeing in every aspect of life."

"What makes this partnership with AIA special is our shared belief in the power of sports to bring communities together, promoting healthier, longer, and better lives. I'm thrilled about the positive impact we can have on the badminton community here in Victoria."

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About Badminton Victoria

Badminton Victoria exists to represent and support the diverse badminton community in Victoria, to lead and collaborate with our passionate members to bring our strategic pillars to life. The team at Badminton Victoria are committed to leading the way through Our Values – teamwork, inclusion, integrity, innovation, and visibility.

About AIA Australia

AIA Australia is a leading life insurance specialist with 50 years' experience and purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, CommInsure Life was integrated into AIA Australia. The lives of more than 5.7 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZILF Life Insurance Company of the Year (2023, 2022), Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at www.aia.com.au.

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