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THE REAL LIFE COMPANY

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## Media Release

### **AIA and David Beckham Formally Launch the ‘What’s Your Why?’ Campaign David Beckham’s Role as AIA’s Global Ambassador to Heighten Awareness of Healthy Living in Asia**

**Phnom Penh, 15 September 2017** – AIA Group Limited (“AIA” or the “Company”) announced today the formal launch of its partnership with David Beckham through a major new campaign in the Asia-Pacific region, ‘What’s Your Why?’, that reflects the commitment of both parties to helping people live longer, healthier, better lives. Through this campaign, AIA hopes to inspire everyone in the region, including Cambodians, to think of their long-term goals and needs through the lens of a healthy life.

As part of the launch, David Beckham will be undertaking the AIA Healthy Living Tour during the week of September 18, visiting Hong Kong, Korea, Singapore and Malaysia.

The ‘What’s Your Why?’ campaign features a new video that was directed and filmed by Academy Award-winner, Wally Pfister, in Bangkok. It conveys personal stories of people and their motivation for leading a healthy lifestyle, including why David Beckham himself leads a healthy life.

Stuart A. Spencer, AIA Group Chief Marketing Officer, said, “We are delighted to be formally launching our partnership with David Beckham through the AIA Healthy Living Tour and the “What’s Your Why?” campaign, which highlights the many reasons why people want to live a healthy life. The campaign speaks to AIA’s strong commitment to partnering with our customers in 18 markets around the Asia-Pacific region to help them take steps to lead a healthier life.”

Richard Bates, Chief Executive Officer of AIA Cambodia, added, “AIA is a different life insurance company—we are not just a partner during unfortunate times but also a partner everyday in pursuing a healthy lifestyle. Our ‘What’s Your Why?’ campaign with David Beckham is here to assist people with finding their motivation to be healthy. Once people have their ‘why’, AIA can help with the ‘how’.”

David Beckham said, “I’m pleased to be part of the ‘What’s Your Why?’ campaign, which I hope will resonate with people looking to maintain a healthy lifestyle. I’m very fortunate in my life that my career has allowed me to maintain a good level of fitness. People have incredibly busy lives, so hopefully, there are simple ways that we can help families keep active and healthy.”

In March this year, AIA entered a multi-year agreement for David Beckham to become the Company’s Global Ambassador. In this newly created role, Mr Beckham will be present at a number of AIA’s most important community and business activities to personify and demonstrate the benefits and the importance of maintaining a healthy lifestyle.

[For more information please visit: <http://whatsyourwhy.aia.com>]

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## **About AIA Cambodia**

AIA (Cambodia) Life Insurance Plc. ("AIA Cambodia") is a wholly owned subsidiary of AIA Group Limited ("AIA" or the "Group"), the largest independent publicly listed pan-Asian life insurance group and the second largest life insurer in the world by market capitalisation.

The Group has a presence in 18 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, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 percent joint venture in India and a representative office in Myanmar. AIA 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\$185 billion as of 30 November 2016. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies and over 16 million participating members of group insurance schemes.

AIA Cambodia offers differentiated life insurance products and services to meet the growing protection and long-term savings needs of people in Cambodia. AIA Cambodia is committed to contributing to the kingdom's economic and social development over the long term.

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