



AIA Singapore

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Real change to health begins at
[AIAVitality.com.sg](https://www.aivitality.com.sg)

Media Release

FOR IMMEDIATE RELEASE

AIA Vitality Unveils New Partnership and Enhancements for a Healthier New Year

Members can now enjoy expanded holistic fitness experiences with Virgin Active and new lifestyle incentives from Grab, Singtel, and Golden Village

Singapore, 8 January 2020 – AIA Singapore today unveiled enhancements to AIA Vitality, including announcing Virgin Active as a new gym partner for its lifestyle offerings. This move is part of AIA's continued commitment to helping customers make real, positive changes to their health for the long-term, with a focus on preventive care.

From today, AIA Vitality members can enjoy 30% off membership fees at Virgin Active, a globally renowned premium health and fitness club. One in three Singaporeans does not get enough physical activity¹, and two-thirds of AIA Vitality members cited lack of time or healthy lifestyles are costly as the top barrier². This added benefit strengthens AIA Vitality's strategic gym partner offerings by providing AIA Vitality members with more choices to help achieve a fitness-focused New Year's resolution, and builds on existing gym partnerships with Fitness First and Gravity.

The current Golden Village movie ticket discount benefit has been expanded for use at its Gold Class movie experiences starting today. Members who meet their AIA Vitality weekly challenge goals can also look forward to a wider range of lifestyle incentives with the addition of GrabFood and Singtel ReadyRoam Thailand and ReadyRoam Indonesia data roaming incentives in the coming weeks.

"AIA Vitality has benefited more than 100,000 members since its launch, and we have been continuously enhancing it over the years to keep pace with the evolving needs and lifestyles of Singaporeans and technological advancements. With new partners like Virgin Active on board, we hope to continue to inspire more members to get active and stay healthy by giving them more choices when making wellness decisions," said Ms Ho Lee Yen, Chief Customer and Marketing Officer of AIA Singapore.

"As an insurer that is committed to enabling healthier, longer, better lives, AIA Vitality is a key enabler for us to empower our customers to know and improve their health. While incentivising members will motivate them, the bigger focus for us is to inspire members to genuinely want to live healthier and live better. We believe that this behavioural change is key to making real and long-lasting improvements to the health and wellness of both themselves and their families, which greatly outweigh any monetary reward," added Ms Ho.

Since the launch of its first Singapore club in 2013, Virgin Active has been leading the charge in advocating for a more holistic and comprehensive approach to promote health and wellness in Singapore's fitness industry. Health-conscious individuals surveyed by AIA Singapore firmly believed that in addition to physical exercise, mental wellbeing, sleep sufficiency, and nutrition are just as important³. Amongst those who are keen to hit the gyms to achieve their health goals, over three-quarters are looking for convenience and greater value in gym memberships.

"This partnership represents an evolution of the same commitment and promise we made when we first entered the market – to deliver a luxurious, high-end service experience at fair

¹ According to a 2018 World Health Organisation (WHO) study on global health: <https://www.straitstimes.com/singapore/one-in-three-singaporeans-not-active-enough>

² According to a 2019 study on AIA policyholders and AIA Vitality members in Singapore.

³ According to a 2019 study on AIA policyholders and AIA Vitality members in Singapore.



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prices. Our ongoing dedication to making exercise irresistible marries AIA Vitality's devotion to providing positive lifestyle changes. Virgin Active has been continuously setting new benchmarks for the quality of fitness clubs in Singapore. We redefined how Singaporeans regarded a gym with sleep pods, Himalayan salt rooms, ice and steam rooms as well as experiential showers. We have also gone on to introduce the first indoor heated lap pool, hydrotherapy spa and a rock climbing wall in Virgin Active Marina One – all these while fulfilling the critical components of overall health with high-end equipment. Virgin Active enables AIA Vitality members an opportunity to explore fitness in a more approachable and holistic manner," said Damien Posterino, Head of Sales and Marketing of Virgin Active.

Launched in 2013, AIA Vitality is a comprehensive wellness programme that inspires people to make a real change to their health by encouraging them to take charge to live more healthily each day. Since its launch, AIA Vitality has seen steady growth as Singaporeans become more aware of the importance of being in good health. Members are encouraged to make positive lifestyle choices, be more active, eat a more well-balanced diet, have more quality and sufficient sleep, go for their regular health check-ups, quit smoking, as AIA continues to invest in and develop AIA Vitality to meet evolving health needs.

For more information, please visit: <https://myaia.aia.com.sg/en/vitality/home.html>

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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 a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, Mainland China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka and a 49 per cent joint venture in India. In April 2019, AIA was also granted approval as a preferred applicant to operate in Myanmar through a 100 per cent wholly-owned subsidiary.

The business that is now AIA was first established in Shanghai a century ago in 1919. 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\$256 billion as of 30 June 2019.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 34 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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