



## AIA Singapore

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AIA.COM.SG

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

## Media Release

### **AIA continues to celebrate 90 years in Singapore with exciting return of “AIA Live” online health and wellness event series**

*Series will provide Singaporeans exclusive access to events with local influencers and global stars, helping them to live Healthier, Longer, Better Lives*



**Singapore, 9 September 2021** – AIA Singapore today announced the return of its largest online health and wellness regional event, [AIA Live 2021](#), kicking off on 12 September 2021 with AIA's global ambassador David Beckham and other ambassadors from the region. Following the regional online event, Singapore would also host its own series of [AIA Live in Singapore](#) this October, which promises an expanded series of fun, engaging, and unexpected virtual events to help Singaporeans keep healthy. This reflects the long-standing commitment of the leading life insurer to help individuals and families in Singapore live Healthier, Longer, Better Lives together.

As AIA Singapore marks its 90-year milestone this year with a new long-term commitment and investment in Environmental, Social, and Governance, its brand promise will take on a renewed purpose as it looks to make positive contributions not only to the health of Singaporeans, but also the health of the wider community and environment.

Ms Melita Teo, Chief Customer and Digital Officer of AIA Singapore, says, “In the face of a global health crisis, we have empowered our customers to embrace new norms and emerge healthier together. This latest initiative will motivate Singaporeans to continue on this journey and do more to reach their health goals even as COVID-19 becomes endemic in our lives. We will also be inviting our AIA family of ambassadors to come along for the ride, so we can make a bigger impact in the overall wellbeing of Singaporeans in a fun and engaging way.”

### **AIA Live 2021 – Exclusively for Singapore**

Local influencers Benjamin Kheng and Andrew Marko, together with special guests AIA Global Ambassador David Beckham and footballers from the Singapore Premier League, invite Singaporeans to join them for the very first [AIA Live in Singapore](#) on Thursday, 7 October, 5.00pm-6.00pm SGT.

In conjunction with World Mental Health Day, this first event will feature a Tai Chi masterclass to sharpen focus, build emotional resilience, sleep better and most importantly, enhance overall well-being to combat the languish we feel due to the pandemic.

In addition to learning this age-old Chinese martial art together, fans will also get a once-in-a-lifetime opportunity to have their questions answered by David Beckham during the event on how he keeps himself healthy and happy in challenging times.

David Beckham, AIA's Global Ambassador, shared: “It's great that AIA Live's online health and wellness event is back as we are all still adapting to the world we are now living in. It's so important to keep discussing the different ways we can all stay positive and share tips on the little changes we can make



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to improve our health and wellness. I'm excited to be joined by so many great speakers and be a part of this event.”

To register for the first [AIA Live in Singapore](#) event and stand a chance to have your questions answered by the mega star and win exclusive signed merchandise, please visit: <http://bit.ly/AIALIVESG21>. Question submission and event registration will close on 4 October 2021 (2359 hrs).

More details on the second AIA Live in Singapore event will be announced within the coming weeks. #AIALiveinSG #AIASG #HealthierLongerBetterLives

### **Live Healthier, Longer, Better Lives all month long with AIA Singapore**



Aside from the [AIA Live 2021](#) series, the leading life insurer will also be hosting Live 10.10 with Vitality – a specially curated day of 10 activities on 10 October 2021 to help individuals and families in Singapore Move, Unwind and Flourish with Vitality. Watch this space: [Live 10.10 with Vitality](#) for more updates on 15 September.

Follow AIA Singapore on [Facebook](#) (@Singapore.AIA) and [Instagram](#) (@AIASingapore) to stay up-to-date on all upcoming AIA Singapore and AIA Vitality events and exciting new guest star reveals.

### **Background on AIA Live**

AIA Live was first introduced in 2020 as a regional online health and wellness event spanning 13 markets. The first event was headlined by AIA's Global Ambassador David Beckham and featured more than 30 unique sessions, delivering health and wellness content and light-hearted moments of music and comedy around the key themes of mental wellbeing, exercise, activity and rest, nutrition, and personal growth. The second installment of AIA Live in 2021 will be expanded to include more regional and local sessions to keep everyone motivated on their health journey throughout the year.

### **Background on AIA's partnership with David Beckham**

AIA has partnered with David Beckham since 2017. As AIA Global Ambassador, David Beckham has been engaging with youths, families, and communities in Singapore and around Asia to promote active living and foster the values of teamwork and discipline through sports.

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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 – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR(1), Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR(2), and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$330 billion as of 30 June 2021.

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, AIA serves the holders of more than 39 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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### Notes:

1. Hong Kong SAR refers to Hong Kong Special Administrative Region.
2. Macau SAR refers to Macau Special Administrative Region.