

DIGITAL LIFESTYLE A DOUBLE-EDGED SWORD FOR THE HEALTH OF SINGAPOREANS



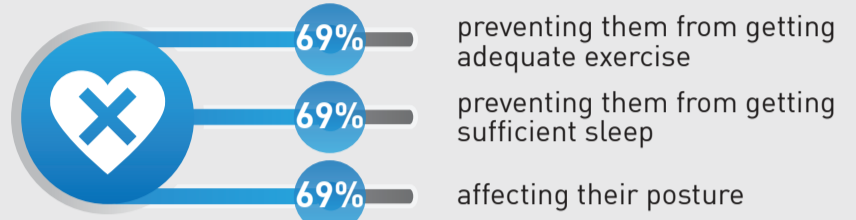
Singaporeans' health ranked **9th** among 15 countries this year, according to AIA's 2016 Healthy Living Index Survey

1 Additional screen time is negatively impacting the health of Singaporeans

Singaporeans spend almost 25% more time online on non-work usage daily, compared to the region



Singaporeans know prolonged time online is bad for them



46% are pre-obese or obese and would like to lose 5.9kg on average

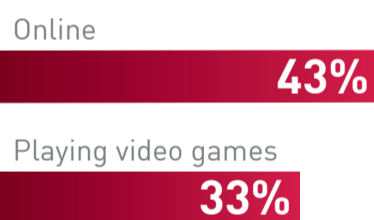
Singapore's challenge: Insufficient sleep and exercise



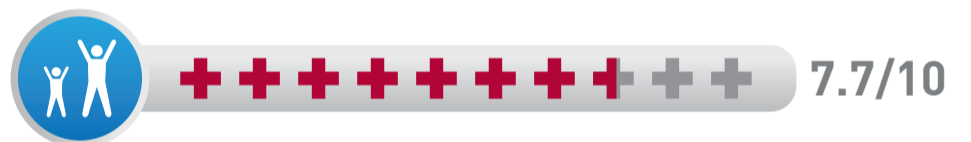
2 And their children are mimicking their unhealthy choices

67% of parents admit their children do not get sufficient exercise

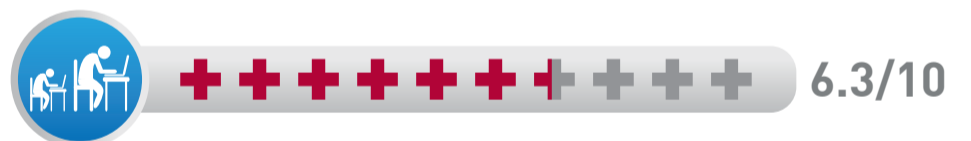
Because of too much time spent



Healthier parents rate their child's health better

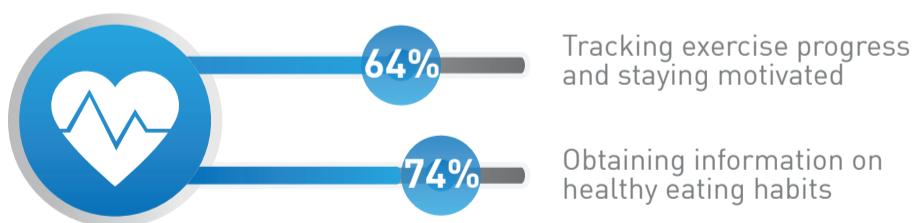


Less healthy parents rate their child's health worse

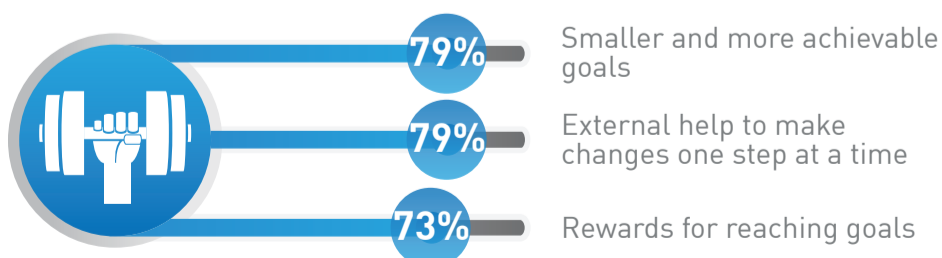


3 Still, digital devices can help Singaporeans take small steps to improve their health

Singaporeans feel digital devices are useful for



Motivators for healthy living



Celebrate #LittleHealthVictories with AIA Vitality
The first-in-market science-backed wellness programme which provides participants with the knowledge, tools and motivation to help them take small steps towards achieving their personal health goals

Three simple steps

1. Know your health

through health screenings and health checks

2. Improve your health

with online tools and partner discounts

3. Enjoy your rewards

by earning AIA Vitality points to redeem greater rewards and premium discounts