



## AIA Singapore

1 Robinson Road, AIA Tower  
Singapore 048542  
T : 1800 248 8000

AIA.COM.SG

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

# Media Release

**FOR IMMEDIATE RELEASE**

## **AIA Singapore Welcomes a Healthy 2017 with AIA Vitality Weekly Challenge**

*AIA Singapore leverages incentives and mobile technology to motivate active lifestyles in Singapore*

**Singapore, 24 January 2017** – AIA Singapore has launched the AIA Vitality Weekly Challenge mobile app which allows members to participate in health-related activities and get rewarded when they hit activity targets.

Members who earn 250 AIA Vitality points in a week from participating in physical activity such as walking, running or gym sessions will be able to redeem Cold Storage, Starbucks or Uber vouchers worth \$5 each week. Members can earn the points simply by clocking 7500 steps a day from walking which translates to 50 AIA Vitality points. They can also choose to work out at AIA Vitality fitness partners and earn 100 AIA Vitality points for every workout.

The AIA Vitality Weekly Challenge is part of AIA Vitality, a comprehensive wellness programme that applies the principles of behavioural science to keep individuals motivated to make healthy choices. The programme also provides the knowledge and tools that enable individuals to understand, monitor and improve their health. To date, AIA Vitality has seen considerable success with its membership growing steadily at 40% year on year.

To participate in the new AIA Vitality Weekly Challenge, AIA customers only need to:

- Join AIA Vitality
- Install the app on their Apple or Android devices and begin tracking their physical activity by linking their fitness devices to the app, or simply use the in-built health tracking functions in your mobile devices
- Start earning the weekly rewards

AIA Singapore is also bringing on board new AIA Vitality medical and retail partners to give members more options for healthy living. This allows individuals with different preferences to discover healthy options that best work for them and develop healthy habits that stick. New partners include healthcare provider, Healthway Medical, nutrition consultancy, Health Can Be Fun, and leading sports apparel company, Under Armour.

Ms Ho Lee Yen, Chief Marketing Officer, AIA Singapore, said, "Singapore's sustained social and economic development is dependent on its people and a healthy population is critical. This is why AIA Singapore has been investing in the health of Singaporeans and AIA Vitality Weekly Challenge is just one of our numerous efforts to drive health and wellness in Singapore. Through our health and wellness initiatives, we hope to inspire behavioural change and influence healthy habits, and in the long run, create a healthier Singapore."

*- End -*

## More about AIA Vitality Weekly Challenge App

The AIA Vitality Weekly Challenge App can be downloaded here:

- Android devices: <https://play.google.com/store/apps/details?id=com.aia.vitality.hk>
- Apple devices: <https://itunes.apple.com/hk/app/aia-vitality-weekly-challenge/id1129674787?mt=8>

**GET ACTIVE.  
GET REWARDED.**

Here's how to use the AIA Vitality Weekly Challenge app to earn your weekly rewards!

**STEP 1 GETTING STARTED**

Download the AIA Vitality Weekly Challenge app from the App Store or Google Play store, then follow these simple instructions:

\*Note: You need to be an AIA Vitality member before you can enjoy the rewards from the AIA Vitality Weekly Challenge app.

Download the app. →

Select Singapore as your location. Sign up using your NRIC and existing AIA Vitality password.

**STEP 2 CALCULATE YOUR VITALITY AGE**

Find your Vitality Age by completing a 6-step questionnaire, before receiving your first weekly target.

Select "Get My Vitality Age" and complete your Vitality Age questionnaire.

Note: This can be received in order to appreciate your progress and is only applicable to members who have not done their online Vitality Health Review.

**STEP 3 LINK UP WITH VITALITY**

Link your device or app to AIA Vitality Weekly Challenge app and start your weekly challenge!

Link your favourite tracking apps and devices (e.g. Apple Health, Fitbit, Polar, S Health etc.) to the app. Once your device or app is linked, you can start your weekly challenge.

**STEP 4 WEEKLY CHALLENGE**

Start getting active and earn up to 100 points daily on your way towards weekly rewards!

Track your weekly challenge progress. →

Complete your weekly challenge within 1 week to get reward.

Daily 1500 steps = 50 points  
Daily 12,000 steps = 100 points  
Daily 30-40 minutes of physical activity = Up to 100 points (you can earn up to 100 points daily)  
Weekly target will automatically reset on Mondays.

**STEP 5 REDEEM YOUR REWARDS**

Choose from a selection of Cold Storage, Starbucks and Uber treats for the best way to reward yourself – we've even made getting the rewards a breeze for you! Remember to redeem and use the reward within 14 days once your weekly target is achieved!

Select "Choose Your Rewards". →

Select from Cold Storage, Starbucks and Uber vouchers. →

Choose your reward and select "Ready To Use Now". →

Redeem your reward instantly and enjoy the discount!

Starbucks reward will be available from 14 Dec 2016.

**GET ACTIVE.  
GET REWARDED.**

Get active today and download the AIA Vitality Weekly Challenge app. Enjoy rewards like no other with our new AIA Vitality partners! Find out more at [AIAVitality.com.sg](http://AIAVitality.com.sg).

**AIA VITALITY WEEKLY CHALLENGE**

**Earn \$55 weekly rewards at Cold Storage, Starbucks or Uber.**

Simply install the app, follow the instructions and get started on your journey. Whether it's running, walking or clocking a workout, your activity goes towards reaching your weekly target and rewards you for your efforts.

**NEW AIA VITALITY PARTNERS**

**HEALTHWAY MEDICAL**

HEALTH CAN BE FUN  
NUTRITION CONSULTANCY CO.

**UNDER ARMOUR**

**AIA Vitality Health Check at S\$6 and earn up to 4,500 AIA Vitality Points\*.**

**Dental Assessment packages starting from S\$60 and earn 1,000 AIA Vitality Points\*.**

**Vitality Nutrition Assessment at S\$65 and earn 1,000 AIA Vitality Points\*.**

**10% off\* sportswear, shoes and accessories.**

\* Earn up to 4,500 AIA Vitality Points if your results fall within the healthy range.  
\* AIA Vitality Points will expire awarded once per membership year.  
\* Maximum of 2,000 Vitality Points per membership year for Vitality Nutrition Assessment with a nutritionist and/or Vitality Online Nutrition Assessment. The assessment must be done in-person only.  
\* Discount is valid for regular-priced items only.  
Other terms and conditions apply. Please refer to [AIAVitality.com.sg](http://AIAVitality.com.sg) for full details.

**AIA Vitality**  
AIAVitality.com.sg

**AIA** THE REAL LIFE COMPANY

AIA Singapore Private Limited (Reg. No. 201106386R)

### **About AIA Vitality**

In 2013, AIA Singapore became the first and only insurer to pay members as they get healthier with the launch of AIA Vitality.

AIA Singapore was also the first market to launch the AIA Vitality programme, a leading full scale wellness programme that works with individuals to make real change to their health. This is done by applying the principles of behavioural science; keeping individuals motivated by adding up the benefits of every healthy choice they make, no matter how small.

AIA Vitality is available to both individual policyholders and corporate clients, focusing on rewarding members for making choices that help them live a healthy life.

More information here: <https://www.aiavitality.com.sg>

### **About the AIA Group**

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, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and representative offices in Myanmar and Cambodia.

The business that is now AIA was first established in Shanghai almost a century ago. 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\$181 billion as of 31 May 2016.

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 29 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”).

- ### -

Contact: Joanna Ash  
6530 0863 Joanna-TM.Ong-Ash@aia.com

Dawn Teo  
6530 0875 Dawn-my.teo@aia.com