



**THE REAL LIFE
COMPANY**

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Media Release

**AIA Hong Kong's Third "Love is in Every Moment" Mini-Film
Breaks New Record with One Million Views in 18 Hours**

Hong Kong, 11 January 2018 – AIA Hong Kong's newly-released "Love is in Every Moment" mini-film has broken the viewership record of the previous two mini-films in the same series. It attracted more than one million views within 18 hours upon social media roll-out. Viewing numbers continue to run strong with over 3 million views as of now. The story of "Love is in Every Moment" has once again become a hot topic in town with netizens discussing and sharing mini-film's link.

Ms. Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong & Macau, said, "Having achieved over one million views within 18 hours upon roll-out, the all-new 'Love is in Every Moment' mini-film is an instant hit among viewers. We attribute the mini-film's overwhelming success to the true and sincere story that inspired us; its genuine storyline captivates and touches everyone's hearts. The production team's professional and superior filming technique, coupled with the impeccable cast, are also key in bringing to life our key messages of family love, caring for our loved ones and standing by each other in the fight against critical illnesses.

"Through the mini-film, we hope to closely link insurance with the concept of 'Love is in Every Moment'. Indeed, a customer's decision at the right moment provides a lifetime of care and protection for their loved ones. Love is intangible, but people can express their love by offering comprehensive and concrete insurance protection for their family. Being the strongest shield for our customers, AIA is committed to helping people live longer, healthier and better lives."

The third AIA Hong Kong's "Love is in Every Moment" mini-film features family love as its theme. In the plot, a mother faces abrupt changes in her family life. After her husband is diagnosed with cancer, the doctor discovers a tumour in her daughter's brain. With the immense family love, they finally triumph over the critical illnesses. This mini-film stars the two-time Hong Kong Film Awards' Best Actress winner, Ms. Anita Yuen, who plays the role of the wife and mother. Anita and the talented child actress, Mia, beautifully give life and colour to the messages of "live in the moment" and "love without regret", reminding audiences to express their love in time.

Full version of "Love is in Every Moment" mini-film:
http://www.aia.com.hk/peu_en

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About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 14,300 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve more than 2.7 million customers², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

¹ as at 30 June 2017 ² as at 31 January 2017

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

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\$200 billion as of 31 May 2017.

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 30 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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