



PRESENTING SPONSOR



DISTRICT RACE PRESENTED BY AIA VITALITY - THE WORLD'S GREATEST URBAN EXPLORATION RACE IS BACK IN HK

Triathlete Leanne Szeto joined the District mission

[HONG KONG, APRIL 9, 2019] - Presented by AIA Vitality, District Race is returning to Hong Kong for a second time on 19 May 2019 at Central Harbourfront Event Space. With the ground-breaking technology, District Race motivates people to lead active, healthy lives by providing fun and engaging urban exploration experiences through the District Race app.

Powered by cutting-edge augmented reality and location-based technology, participants can use the District Race app to navigate their way through the city, collecting as many points as possible by clearing virtual checkpoints and challenges. With no set route or distance, participants can create their own strategy and choose how they explore the eight districts in the heart of Hong Kong, from Sai Wan to Wan Chai.

Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "We are delighted to be the presenting sponsor of District Race for the second consecutive year in the name of AIA Vitality. As AIA celebrates its Centennial, we reflect with pride on how we have grown with our home city. This sponsorship will inspire participants to actively discover Hong Kong's iconic cityscape by using cutting-edge augmented reality technology. The event aligns closely with our commitment of helping Hong Kong people live healthier, longer, better lives."

This year, District Race is also welcoming a new Official Charity Partner, Dreams Come True Foundation. Set up in 2015, Dreams Come True is a non-profit charity organization that supports the dreams of their beneficiaries through education, social collaboration and mobilization. District Race will be donating 10% of all Corporate Package sales proceeds and more than 100 race tickets to the foundation.

The World's Greatest Urban Exploration Race

District Race is designed to be accessible by everyone, from young urbanites looking to rediscover their city, elite runners who want to conquer a brand new challenge or even families looking for a fun, healthy and educational experience to do together (please refer to [Appendix A](#) for more details). Top elite runners will be awarded up to HK\$40,000 cash prizes. On the other hand, to celebrate AIA Group's centenary in 2019, AIA will also present "AIA Centennial Award" to the winners of open and discovery categories.

There are three different types of challenges, namely Discovery, Time Trial, and Scan Challenge. Each challenge requires different skills to tackle it - speed, city knowledge, dexterity and problem-solving skills. With no set route or distance, participants can strategise and plan their own routes, choosing which checkpoints and challenges to clear that will maximise their point.

This year, AIA Hong Kong will also introduce the ‘AIA Vitality Double Points Reward’. Members who join and complete District Race¹ can apply for claiming points under “Organised Fitness Events” on or before 26 May 2019 and earn double AIA Vitality Points². It aims to encourage AIA Vitality members to enjoy their health journeys while being rewarded with a wide variety of discounts and rewards offered by the programme’s partners. The more AIA Vitality Points members earn, the higher their AIA Vitality Status, leading to greater premium discounts or extra covers and more lifestyle rewards.

District missions - get involved and become an urban explorer

As a lead up to the main event, District is hosting a series of free District missions, giving fans and prospective event participants the opportunity to try out the District experience, in their own time and completely free. The upcoming mission will be exploring the amazing urban neighborhoods of **Sham Shui Po from 14-30 April**.

Participants can experience the free District missions when downloading the app, and collect as many points as possible within one-hour by visiting more than 50 virtual checkpoints and challenges located across the Sham Shui Po grid.

Triathlete and first-time District Race participant, Leanne Szeto, describes her last District Mission at Happy Valley experience as one that “definitely stands out among the many races she has done in the past” because “the gamification and integration of augmented reality is super cool, but what’s most challenging is to have to strategise to collect the most points.”



Participants can track their progress on the live leader boards hosted on the District Race app, creating a sense of friendly competition and a desire to push for that last checkpoint. Participants can attempt the District mission as many times as they wish throughout this period. The overall top scorer of District Mission at Happy Valley walked home with **Jaybird RUN True Wireless Headphones**. (More details about the missions: <https://www.facebook.com/DistrictRaceHK>)

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¹ With District Race mobile app recorded 5km distance or above

² For details of terms and conditions of the ‘AIA Vitality Double Points Reward’, please click here or visit: aia.com.hk.

About AIA Vitality

AIA Vitality is a game changing wellness programme which redefines the traditional concept of insurance, it aims to reward customers to live a healthy lifestyle. Purchase any “AIA Vitality” selected insurance product and be an AIA Vitality member# to receive an instant 10% premium discount* or 10% extra cover^ and an array of rewards and discounts offered by our partners. Simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status for more discounts and rewards.

AIA Vitality membership is only available for Hong Kong and Macau customers. The applicants for AIA Vitality must be 18 years old or above and must be the insured of the in-force policy of an AIA Vitality insurance product.

* The premium discount is only applicable to AIA Vitality selected insurance products. Please visit AIA Hong Kong’s website aia.com.hk - ‘AIA Vitality’.

^ Extra cover means AIA Vitality Power Up Coverage, which is a percentage of initial Sum Assured added for the sole purpose of computing the death benefit or the major illness benefit for once when it becomes payable.

Follow District Race website and social media for the latest updates and information.

districtrace.com/events/hong-kong
facebook.com/DistrictRaceHK
instagram.com/district.race
#weareallexplorers #districtraceHK

- End -

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Appendix A

Event Information

| Event Date | 19 May 2019 (Sunday) | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------|--|-------------|------------------|-------------|------------------|----------------|--|--|--|-------------------------|--------|--------|--------|-------------|--|--|--|-------------------------|--------|--------|--------|------------------|--|--|--|------------------------|--------|--------|--------|
| Event Venue | Central Harbourfront Event Space | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Event Time | From 5:30 AM until 4:00 PM Programme: 0500 - Gates Open 0530 - Elite Wave 1 0545 - Elite Wave 2 0600 - Open Waves begin 1000 - Discovery Waves begin 1100 - Prize Presentation 1600 - Event Ends | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Run Distance | With no set route and no set distance, participants can strategise and plan their own routes, choosing which checkpoints and challenges to clear that will maximise their point. | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Registration Fees | <table border="1"> <thead> <tr> <th></th> <th>Elite</th> <th>Open</th> <th>Discovery</th> </tr> </thead> <tbody> <tr> <td>Regular</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(1 Mar – 14 Apr)</td> <td>HKD450</td> <td>HKD325</td> <td>HKD300</td> </tr> <tr> <td>Late</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(15 Apr- 30 Apr)</td> <td>HKD475</td> <td>HKD350</td> <td>HKD325</td> </tr> <tr> <td>Last Call</td> <td></td> <td></td> <td></td> </tr> <tr> <td>(1 May- 17 May)</td> <td>HKD500</td> <td>HKD375</td> <td>HKD350</td> </tr> </tbody> </table> <p>* Each ticket comes with a District Race Kit including a District Race T-shirt and an exclusive District Race Hong Kong, AR enabled, finisher medal.</p> | | Elite | Open | Discovery | Regular | | | | (1 Mar – 14 Apr) | HKD450 | HKD325 | HKD300 | Late | | | | (15 Apr- 30 Apr) | HKD475 | HKD350 | HKD325 | Last Call | | | | (1 May- 17 May) | HKD500 | HKD375 | HKD350 |
| | Elite | Open | Discovery | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Regular | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (1 Mar – 14 Apr) | HKD450 | HKD325 | HKD300 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Late | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (15 Apr- 30 Apr) | HKD475 | HKD350 | HKD325 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Last Call | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (1 May- 17 May) | HKD500 | HKD375 | HKD350 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| How to Register | Online Registration via Credit / Debit Card / PayPal on https://www.eventbrite.sg/e/district-race-hong-kong-2019-presented-by-ai-a- vitality-tickets-53577076478 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Registration Deadline | 17 May 2019 <i>*Registration ends when all entries are filled</i> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Official URLs | Facebook: www.facebook.com/DistrictRaceHK YouTube: http://bit.ly/2EIFxja Instagram: https://www.instagram.com/exploredistrict/ Official Hashtags: #weareallexplorers #districtraceHK | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Event Website | https://exploredistrict.com/en/events/hong-kong19 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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| Event Organiser | District Technologies Pte Ltd |
| Race Pack Collection | To Be Announced |
| Race Pack Items | <p>All District Race Kits include the following items:</p> <ul style="list-style-type: none"> • District Race Tee • AR-Enabled Finisher Medal (collect at finish line) |



DISTRICT RACE HONG KONG 101

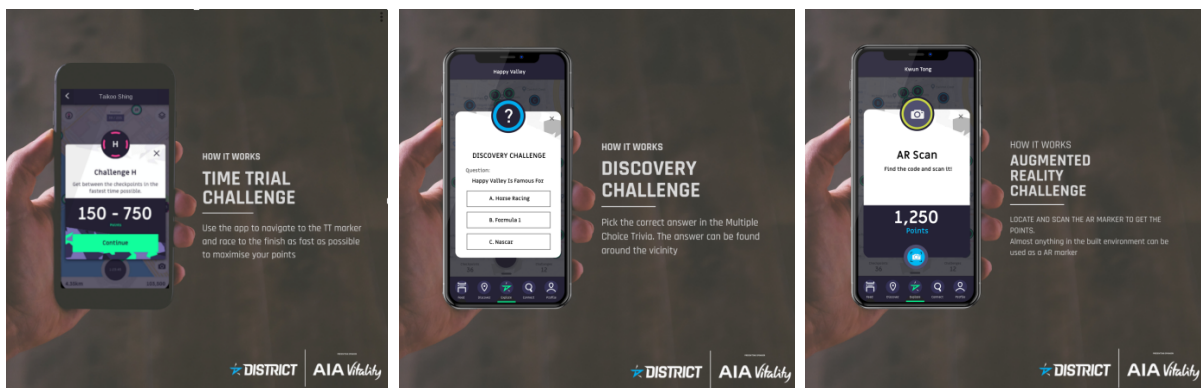
The Grid

The Grid will feature eight districts in the heart of Hong Kong, from Sai Wan to Wan Chai, with each offering a unique race experience. The Grid with virtual checkpoints will be released closer to the race day so explorers can strategise and plan their route.

Checkpoints and Challenges

Explorers can devise their own strategy and route and collect as many points as possible from Checkpoints & Challenges within the Grid within the time limit. Points are awarded when explorers successfully navigate to a checkpoint or challenge. Receive additional points when a challenge is completed.

There are 3 types of challenges - Time Trial, Discovery and AR Scan, each requiring a combination of 4 different skill sets - city knowledge, speed & endurance, dexterity, and problem-solving.



The Points

Checkpoint scores range from 100 to 400, while challenge scores begin at 500 points.

All explorers will need to collect as many points as possible within the time limit. Track rankings on our live leader board - collect as many points as possible and return to the District Base within the time limit to win. Late return to the District Base will result in a points-deduction penalty.

The Categories



ELITE - The toughest of all 3 categories, the Elite Grid is a 4-hour long mission with over 200 checkpoints and challenges. It is open to an exclusive group of 500 of the strongest runners looking to push themselves to the limit and explore all corners of the city. There is a prize purse of HKD\$40,000 for all the Elite winners.



OPEN - It is the classic category with over 100 checkpoints and challenges. It is created for those wanting to explore new places around their city and compete in new challenges. Explorers can join individually or as a team of 4 and complete the race in 2 hours.



DISCOVERY - It is a family friendly grid that's recommended for beginners. This grid introduces Explorers to District Race with a smaller grid and a shorter 1-hour mission. There are over 50 checkpoints and challenges around the Base location. Explorers can join individually or as a team of 4.

District Base

The District Base is the heart of the District race. Located at Central Harbourfront Event Space, District racers can experience awesome tech-focused activities, augmented reality and virtual reality games, great food, drinks and pumping music before and after the race.