

AIA Group Limited (AIA) recently announced the launch of AIA One Billion, a bold ambition to engage a billion people to live Healthier, Longer, Better Lives by 2030.

As the largest pan-Asian life and health insurer, AIA is starting a movement to improve the health and wellness of individuals and help create a more sustainable future in Asia.

AIA Group chief marketing officer Stuart A. Spencer said: "Launching AIA One Billion extends our Purpose of helping people live Healthier, Longer, Better Lives far beyond our immediate customer base.

"AIA One Billion underscores AIA's commitment to engage, educate and inspire communities across Asia to improve physical, mental and environmental wellness while championing financial inclusion.

"The pandemic has increased people's awareness of the importance of health and wellness. Yet populations in Asia are seeing an increase in lifestyle-related diseases, accounting for more than 70 per cent of all deaths.

"The World Health Organisation has warned that climate change will increase morbidity and mortality, especially in Asia. It is critically important for AIA to play a positive role and be at the forefront of helping our communities address these issues."

AIA Malaysia CEO Ben Ng echoed the same sentiments. He said: "The past two years have truly changed how we view our health and wellness.

"There has never been a more crucial time than now when our purpose of empowering a healthier and better quality of life for all Malaysians can truly make an impact.

"AIA Malaysia is proud to be a part of this movement. We are deeply committed to doing our part in touching One Billion lives in the next 8 years and continuing to make significant strides in helping fellow Malaysians achieve their health and wealth aspirations."

Through partnerships, events, community programs and campaigns AIA One Billion will encompass all our interactions across our communities to engage and encourage everyone from all walks of life to lead healthier lifestyles and help secure a healthier planet.

As a first step to kick-start AIA One



Striving for a better tomorrow with the AIA One Billion campaign.

For **health** and **wellness**

➤ AIA pledges to engage 1 billion people to live healthier, longer and better lives by 2030

Billion, a regional social media campaign has been launched to invite people to 'Join the Journey'.

AIA ambassadors across the region including Malaysia's Nicol David will also support the initiative and rally communities to take action and drive broad positive behavioural change.

AIA has the ambition to become a global leader in Environmental, Social and Governance (ESG). AIA One Billion builds on its long-term strategy

to make a difference in the sustainable development of our communities and set clear goals in line with our ambition to be a global leader in ESG.

As part of its ESG reporting, AIA will track, measure, and report on progress towards the goal to engage one billion people by 2030 to live Healthier, Longer, Better Lives.

Find out more about AIA One Billion at aia.com/aiaonebillion.



Malaysia's squash queen Nicole David is among those supporting the campaign.