

Context

More than a year into the pandemic, 2021 continued to be a challenging year for most. While the health crisis had emerged on top, it is important for us to remember other perennial issues that have taken a backseat due to COVID-19. Among them, challenges such as climate change and an inclusive community continued to ring true to our hearts as AIA Singapore has been increasingly ramping up our focus on social responsibility and upholding our brand promise of enabling healthier, longer, better lives (HLBL) for everyone.



HEALTHIER
LONGER
BETTER LIVES

The challenge

In today's landscape, environmental challenges such as pollution continue to raise concerns, and in some cases, worsened amid COVID-19 lockdowns. Climate change and global warming, in particular, are among the most pressing issues of our time. As a leading life insurer and partner, an increased focus on sustainable operations is no longer a "nice to have" but a "must have", to support our nation in its effort to realise a resilient post-pandemic recovery.

We are cognisant of the challenges at hand and are committed to achieving long-term sustainable growth by mitigating environmental, social and governance (ESG) risks and investing in a more sustainable future. Through this commitment, our brand promise takes on a **renewed purpose to make positive contributions not only to the health of Singaporeans, but also the well-being of the wider community and the environment.**

Our Strategy

Staying the course on our brand promise of HLBL through our renewed commitment, we revisited our CSR commitment and efforts, deprioritised non-mission critical activities and invested in initiatives that would create tangible differences.

Over the years, we have grown in our role to enable healthier, longer and better lives for our customers and AIA Family more holistically. However, we knew that if AIA is serious about enabling healthier, longer, better lives for everyone, we needed to walk the talk. Our strategic approach to CSR needed to deliver on our brand promise:

1. Connecting our people and the community to something bigger than themselves and helping them contribute to a wider purpose

Everything that AIA does has to ladder back up to enabling healthier, longer, better lives, for the wider community. It's a strong message that AIA Singapore has been using to rally the community together and ensuring that the organisation is on the same page as its people.

2. Holding ourselves accountable to a new transformational, long-term sustainability strategy to maximise the value we bring to the wider community

We reaffirmed our CSR commitment and expanded it to ensure that we could make significant impact at a time when support is needed the most. In recent years, AIA has become a leader in taking the most comprehensive approach to health and wellness, ensuring that we could provide support for different facets of health and well-being. Adopting the same approach for CSR, we mapped out CSR initiatives that would allow us to look at the impact across the sustainability parameters.

Execution

Every single employee at AIA plays an important role as HLBL champions – we can only help Singaporeans live HLBL if we live and breathe it ourselves.

1. Championing environmental sustainability

We marked our 90th year in Singapore with a **brand-new green pledge, committing S\$5 million to the National Parks Board's (NParks) registered charity, Garden City Fund, to plant trees in Singapore's parks and nature reserves over the next 5 years.**

As at May 2021, our contribution is the largest by any organisation to NParks' OneMillionTrees movement, which aims to plant more than a million trees across Singapore over the next 10 years as we transform into a 'City in Nature'.

In addition to the monetary donations made to the Garden City Fund, we kicked off our pledge inviting our agency force to participate in Plant-A-Tree Programme, under NParks' OneMillionTrees movement, to sustain our green spaces by planting trees. This pledge was also a way of connecting with our customers and wider community, building a sustainable society for families to live healthier, longer, better lives together by:

- Investing and inviting the community to participate in making Singapore a greener and more sustainable home for us and our future generations
- Supporting the creation of green environments that encourage healthier, more active living in Singapore
- Contributing to the establishment of more green spaces for families to bond and enjoy more quality time together



AIA Singapore celebrates 90 years with a new green pledge:
<https://www.youtube.com/watch?v=ySxk1dtXN3E&t=30s>

This year, we partnered with NParks to launch “NParks – AIA Explore A Route Challenge” in May 2022, where we utilised Augmented Reality (AR) for users to explore the green spaces and allow Singaporeans to truly lead #HLBL.

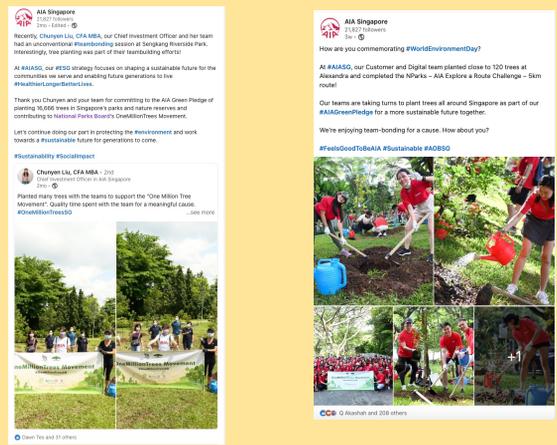
The challenge commenced 20 May 2022 in conjunction with the release of the NEAR app and will run till 20 July 2022. Open to the public, participants can play the in-app game Tic Tac Toe Board and physically complete various trails ranging from 5 km to 15 km per trail. The mobile application provides users with a curated walking experience, as well as an online trail guide. It also allows users to map their own trail and share it with others. This encourages individuals to explore the green spaces with their loved ones and lead a healthier lifestyle. AIA Singapore is NParks’ first partner that has come onboard to create a challenge on the revamped application.

To entice participation, AIA Singapore contributed close to \$14,000 worth of prizes, which include shopping vouchers and a laptop, and users can win rewards at the end of each month or in the Grand Lucky Draw at the end of the challenge. In order to foster engagement and truly enable HLBL amongst Singaporeans, we launched Instagram reels and TikTok videos amongst other social media content to demonstrate how users can join the challenge easily.



Social media content for NEAR app – across Instagram, Facebook and TikTok

With the relaxation in Covid-19 measures, we decided to have more team bonding sessions via tree planting activities with our staff. It was a meaningful way of teambuilding as we forged stronger connections with our teammates while staying true to our brand promise to build a sustainable environment. Various departments took turns to plant more trees across the island, contributing to our Green Pledge and enjoying team bonding for a good cause.



LinkedIn content for tree planting sessions

As AIA Singapore continues to emphasise environmental wellness, such proactive initiatives also contribute significantly to the nation’s Green Plan 2030 — to co-create more green spaces and an increasingly sustainable society.

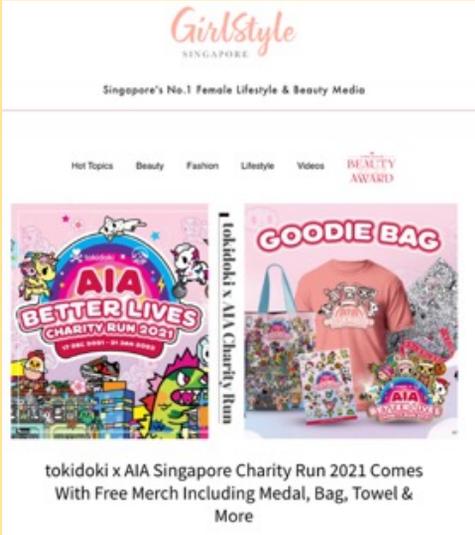
2. Fostering a culture that champions empathy

At the beginning of 2021, we committed to raise funds for our adopted charities with a pledge to continually support causes which align to the United Nations Sustainable Development Goals (SDGs) and are synonymous with providing children and young people with the opportunities to live healthier, longer, better lives. This also synonymous with AIA Singapore's renewed priority of placing sustainability as the organization's north star in all that we do.

We launched the AIA Better Lives Fund in November 2021 to raise funds that will go toward creating greater access and opportunities for disadvantaged children, youths, and their families in the areas of education, growth and development. The fund, administered by the Community Chest, aims to raise S\$1 million within the first year.

In support of the AIA Better Lives Fund, we partnered with leading lifestyle brand, tokidoki, in November 2021 and **introduced Southeast Asia's first tokidoki-themed run – tokidoki x AIA Better Lives Charity Run** – to rally individuals and families to collectively create and contribute to the Fund's beneficiaries to be able to reach more who need support.

Themed 'Better World, Better You', the immersive and interactive run encouraged participants to instill positive habits that contribute to a healthier future, not just for themselves, but also the wider community. Combining in-person and virtual elements, the run was conducted in a hybrid format where participants could clock distances at their own pace and convenience during the event period by tracking their progress on an app. Fans also had the chance to meet iconic tokidoki mascots in person. The offline engagement portion of the race saw curated routes around Singapore, featuring checkpoints with QR codes, for participants would stand a chance to win exclusive prizes when missions were completed along the way.



tokidoki x AIA Better Lives Charity Run coverage

In April 2022, we launched a **Grant-a-Wish campaign** in partnership with Tottenham Hotspur, where we committed to granting disadvantaged children from Children's Wishing Well and VIVA Foundation their wishes. The campaign is the second fundraising initiative in support of the AIA Better Lives Fund to help disadvantaged children, youth and their families to live HLBL.

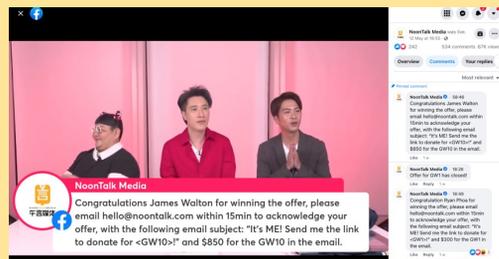
We launched a social activation on Instagram to drive awareness and engagement amongst our followers – the **AIA Header Challenge** – where we designed a gamified filter and users were required to post an IG Reel where they document their soccer header results. Two winners won a pair of tickets to London to watch a Premier League match between Spurs with Leicester City in London on Sunday, 1 May. During the match, Tottenham Hotspur players wore special edition 'AIA Better Lives Fund' shirts. The shirts worn at the match were auctioned on matchwornshirt.com and we raised close to \$100,000 for the Grant-a-Wish campaign.



Spurs players wore special edition "AIA Better Lives Fund" jerseys



Signed merchandise from Spurs



Livestream with local celebrities – Michelle Tay, Dasmond Koh, and Xu Bin to raise funds for AIA Better Lives Fund

Following the match, Spurs players autographed various merchandise, and we collaborated with local celebrities like Dasmond Koh, Xu Bin and Michelle Tay to tap onto their likeability amongst our audience, to host a live sale on Facebook and raise funds for the "AIA Better Lives Fund" via Facebook livestream. From this virtual event, we raised S\$12,858, where the proceeds will go towards making a positive change to the beneficiaries of the AIA Better Lives Fund.



3. Standing with the local workforce

Numerous studies in the recent years have chronicled mental health challenges faced by the local workforce due to the pandemic. Even in our own research, we found out that:

- In August 2020, our AIA Real Rewards Poll revealed that 30% of Singaporeans reported a decline in their mental health due to increased stress and anxiety.
- In December 2021, the “Healthier Together” research by AIA group revealed that out of the six Asia Pacific countries surveyed, Singaporeans recorded the second-lowest proportion of respondents living HLBL.

In our AIA Health Matters Survey released in April 2021, 9 in 10 Singaporeans were still struggling with their mental health one year into the pandemic. The same survey also found that Singaporeans were bogged down by the fear of tackling both mental health challenges and critical illness.

With the pandemic being a serious challenge to our overall wellbeing, AIA launched AIA Live regionally with other AIA markets in an effort to encourage communities to live HLBL.

It was clear that Singaporeans wanted to continue to prioritise their health and wellbeing in some way or form, but building mental toughness and resilience is an important challenge to overcome. Living HLBL was no longer just about the physical aspect of fitness and wellness, but also mental wellbeing.

People often look to football coaches and star players as examples of leadership. These public figures often embody the values of grit, resilience, passion and a positive mindset - all qualities that resonate with the wider public. As such, we decided to engage legendary football coach, Jose Mourinho and star players like David Beckham and footballers from Tottenham Hotspur Football Club.

We also looked at localising AIA Live to remain relevant with our key target group by engaging with key opinion leaders (KOL) in the areas of mental health and wellness, such as local celebrities, Benjamin Kheng and Andrew Marko. With a massive following of 238K on Instagram and 341K on Tik Tok, Benjamin Kheng is known among young people to tackle different issues in a fun and engaging manner. He enabled us to introduce HLBL in a lighthearted, fun and humorous way.

With the sports KOLs, we planned three virtual events with them and rolled them out in a phased approach across 2021:brand

- Event 1: Game On with Mourinho
- Event 2: AIA Live in Singapore 2021: Tai Chi Masterclass with David Beckham / Tai Chi Class with Benjamin Kheng and Andrew Marko
- Event 3: AIA Live in Singapore 2021: Game On with Spurs

We tapped into different channels for our content – Facebook, YouTube, and Tik Tok – and amplified the content across social media platforms (paid and unpaid) as well as earned media stories from key dailies and trade titles.

For an engaging experience, we took a social-first approach to give Singaporeans a once-in-a-lifetime opportunity to ask our special guests questions on how to manage their health – physically and mentally – in challenging times.

By leveraging influencers, we were able to leverage their influence to humanise our HLBL content and messaging, empathise with our customers and motivate them on their health journey.

To kickstart the series of virtual events, we hosted Game On with Mourinho in March 2021. From his strategic game play to his unmatched grit, Jose Mourinho's mental toughness is undeniable, so we enlisted the help of this legendary star football coach to motivate Singaporeans – whether a football player/fan or not – on their health journey as the pandemic continued to plague us. We also invited members of the Singapore Premier League to join in and play a part in cultivating a healthy living culture nationwide.

This live event was hosted on Facebook. And to leverage on Jose's star power and engage our audiences meaningfully, we hosted a contest pre-event where we called for participants to send in 3 simple questions. 1 lucky winner would get chance to ask Jose questions personally during the exclusive livestream itself. Over 1,000 participants registered for the event, and 75% of registered participants tuned in to watch the livestream with an average watch time of 43 mins.

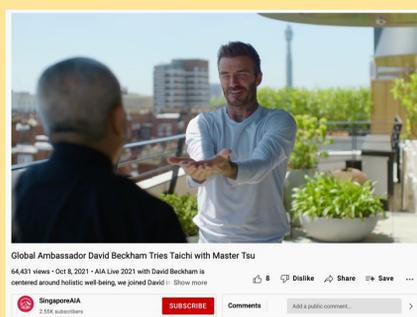


Game on with Mourinho
Facebook: <https://fb.watch/aFZJUNnfG1/>

In September 2021, AIA Live returned for a second time, in conjunction with World Mental Health Day. We hosted a series of livestreams on YouTube with special guest David Beckham (AIA Global Ambassador), alongside local influencers Benjamin Kheng and Andrew Marko, featuring a Tai Chi masterclass to sharpen focus, build emotional resilience, sleep better, and enhance overall well-being to combat the languish felt during the pandemic.

We leveraged the influence of Benjamin Kheng to bridge the misconceptions of Tai Chi and promote mental wellness among younger viewers. The Live event garnered a total of over 900 views and 1,000 impressions. Average time watched was 41:25 mins, showing that audience retention rate was high.

Fans also got a once-in-a-lifetime opportunity to have their questions answered by David Beckham during the event on how he keeps himself healthy and happy in challenging times. We repurposed this content to create another Q&A video with David Beckham to further leverage on his star power.

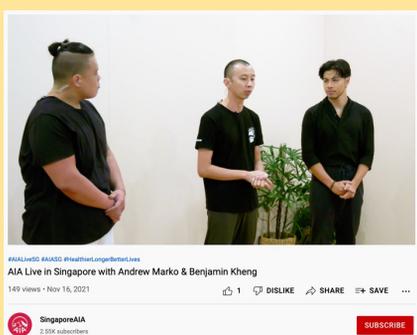


Tai Chi Masterclass with David Beckham

Youtube:
<https://youtu.be/80k0iDNtEv4>

Series:

1. <https://youtu.be/tfizPYDzDSk>
2. <https://youtu.be/JopQnOPMxSs>
3. <https://youtu.be/UQM6rNwMbzQ>
4. <https://youtu.be/b6GUSXVKrMs>
5. <https://youtu.be/-rRrViuCBes>

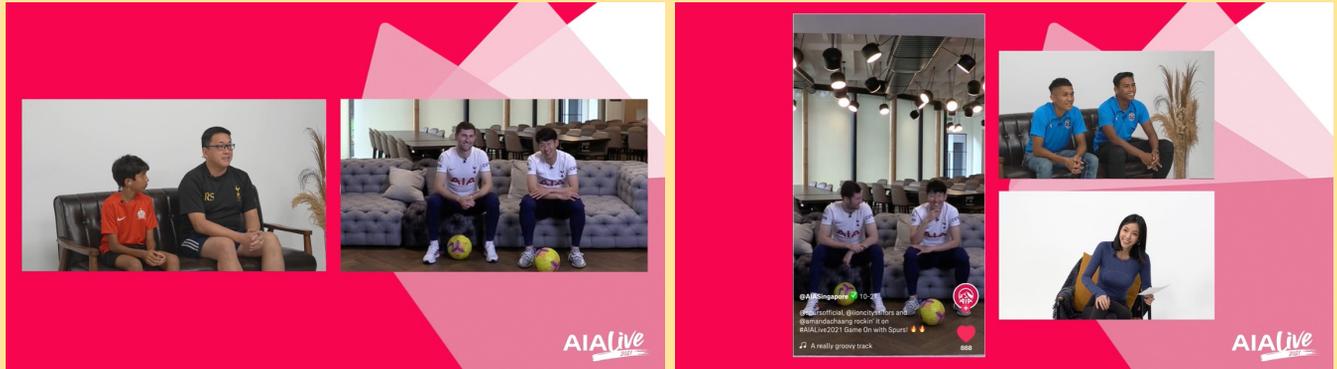


Tai Chi Class with Andrew Marko & Benjamin Kheng

Youtube:
<https://youtu.be/n05LizaWfHo>

Our final AIA Live in Singapore event treated Tottenham Hotspur fans in Singapore to an exclusive session where Son Heung-Min, Ben Davies, Joe Rodon and Oliver Skipp took on AIA Singapore's challenge of football drills. To ensure engagement with younger viewers, we opted to make use of Tik Tok to launch the event. Following the event, we repurposed the content on YouTube where it continued to gain traction (57K views) and shares.

To add another touch point for our target audiences, we ran a contest pre-event on Facebook and Instagram, for fans to win a spot at the studio to personally speak to the footballers, and win signed Spurs merchandise. The public were also encouraged to send in wellness questions for their favourite spurs players in a Q&A session. During the livestream, we garnered a total of 546 views and 756 impressions, and an average watch time of 31:53 minutes.



Game on with Spurs

Jon Rodon & Oliver Skipp answer your questions

FB: <https://fb.watch/aG2Er-BD0t/>

Ben Davis & Heung Min Son answer your questions

Fb: <https://fb.watch/aG2H1pMFPf/>

At AIA Singapore (AIA), Sze Keed ensures to walk the talk to show that the company is serious about fulfilling its brand promise of enabling healthier, longer, better lives (HLBL). AIA is the first insurer to introduce mental wellbeing coverage, and has continued to expand on initiatives including:

- On World Mental Health Day (10 October), AIA Singapore rallied Singaporeans to move, unwind and flourish with their Live 10.10 with AIA Vitality campaign. The company also launched its 'Life Matters' Docuseries on YouTube to inspire Singaporeans to take their journey of health and wellness with AIA.
- Launched the new mHaven, a modern self-care resource in partnership with our strategic regional partner, Holmusk. The app offers a safe space for individuals to access personalised mental wellness coaching with qualified behavioural health coaches via a text-based chat as well as an extensive library of self-help resources, empowers Singaporeans to take care of their mental well-being.
- Sze-Keed takes care of more than just customers' health – the health of employees are just as important to her. She expanded the scope of the company's WhiteCoat teleconsultation services to include paediatric care and psychologist offerings for employees.
- Introduced a complimentary "Resilience Mindset" programme free of charge for all staff as well as all corporate customers, a four-week course that aims to improve the mental wellbeing of employees.
 - This quarterly programme is accessible to 1.2 million members of the Singapore workforce (1 in 3 employed), helping them cope better with working from home through the practice of positive habits daily.
- Complimentary COVID-19 special coverage for 2.6 million of customers, employees and their dependents, and AIA Insurance Representatives. Of which, more than 550 customers who suffered from COVID-19 received financial help for the medical bills. This special coverage has been extended to 31 December 2021 (previously end-June).
- Finally, all employees receive complimentary enrolment in our award-winning AIA Vitality program. Vitality is a wellness program aimed at motivating and rewarding users for healthy achievements that extend beyond just physical fitness. Rewards are given to encourage users for incremental steps to better their health – from regular exercise to eating nutritionally-balanced meals and getting enough sleep. In 2021, we have a 50% employee engagement rate on Vitality.

audience perceives us as a brand with excellent reputation, one that provides them with innovative products to help them progress, and most importantly, allowing them to feel that they are part of something that matters to them when they choose AIA.

- HLBL engagement increased by 30% in 2021, showing strong interest among customers and employees.
- To date, AIA's digital healthcare initiative has garnered over 60,000 satisfied AIA employees and Corporate Solutions members who have successfully undergone a teleconsultation. They consider remote consultations as a viable addition to AIA's existing comprehensive bundled healthcare services, which allowed them to gain access to healthcare services readily in the comforts of their homes while avoiding risk of cross-infection in the conventional in-person healthcare facilities.
- On a scale of 1 to 5, AIA employees rate the holistic employee benefits scheme to be above 4.5, illustrating their level of contentment with the services provided in adopting healthier lifestyles.
- The Company also won the prestigious Best Employee Insurance Provider (Gold) Award presented by HR Vendors of the Year for the 16th consecutive year and the Best Response to COVID-19 (Silver) Award, and Best Corporate Wellness Provider (Bronze) Award, reinforcing our leadership position in protecting the holistic health and wellness needs of the Singapore workforce.

Positively influencing the health outcomes of Singaporeans:

- In 2021, there were 1,399 physical activities, 1,440 online health assessments and 1,217 weekly fitness challenges completed by AIA employees who are AIA Vitality members. This led to positive clinical results including improvements in glucose levels, cholesterol levels, and blood pressure levels.
- 88% of AIA employees have gotten "younger", reversing their Vitality Age by at least 1 year, an increase from 66% in 2020 (Vitality Age is a measure of how healthy a member is relative to their actual age.)
- AIA employees who've made progress in their health goals earned more than \$82,000 worth of benefits and rewards in 2021 alone – from healthy food vouchers to gym memberships – thanks to AIA Vitality partner benefits
- AIA Vitality members in Singapore with unhealthy results in their initial health checks have reported positive clinical outcomes in November 2021: 50% improved their blood pressure, 36% improved their cholesterol levels, 67% improved their glucose level, and 17% improved their body mass index (BMI) readings.
- The impact of AIA Vitality has been most salient amongst Singapore members who were initially reported to be in the unhealthy age. On average, they have gotten "younger", reversing their Vitality Age by 0.54 years since joining the programme. The difference between members' Vitality Age compared to their biological age has since shrunk by more than half.
- In 2021, we expanded Vitality points earning activities to include COVID-19 vaccinations where members can earn 1,000 Vitality points for completing two doses of the vaccination. From January to December 2021, we have seen close to 10,000 members completing their COVID-19 vaccinations and submitting their records for Vitality points.

Sustainability initiatives – a continuous journey to enable HLBL:

- AIA pledged S\$5 million to National Park Board's registered charity, Garden City Fund, to plant over 16K trees across the island over the next five years. Marking the announcement, we planted 90 trees (for our 90th anniversary) at the tranquil Rower's Bay, located at Lower Seletar Reservoir, alongside long-service staff, and representatives from AIA Singapore.
- Our Green Pledge resulted in a sizeable improvement in employee engagement and brand impression, with significant recognition from stakeholders and tier-1 mainstream media like The Straits Times, resulting in over S\$137,097 in PR values.
- In support of the AIA Better Lives Fund, we introduced the tokidoki x AIA Better Lives Charity Run that was held from 17 December 2021 to 31 January 2022. Proceeds from the sale of registration tickets and limited-edition merchandise were donated to the fund, and additionally, participants also had the option to purchase and donate their charity run goodie bags to AIA Singapore's adopted beneficiaries. Efforts to promote awareness of the charity run resulted in over 150 pieces of coverage, generating a total of S\$1,261,200 in PR value.
- As of end June 2022, we have generated more than 124k impressions and 17k engagements with our AIA NEAR Challenge social content on various platforms like Facebook, Instagram and TikTok.

- As this was our first public fundraising of this scale, we amplified awareness of the tokidoki x AIA Better Lives Charity Run on social media, with an average 26% post engagement rate, and over 157,551 engagements & 556,543 reach via 13 timeline posts and 2 IG reels. Overall, there was strong engagement from the wider community, where we saw over 1,800 participants for the hybrid race and raised a total of S\$100,000 over a month.
- We secured \$608,829 PR values for AIA Grant-a-Wish programme with over 18 pieces of coverage and out of which 14 are tier-1 titles
- While for AIA Live, our social media ads were able to garner over 10.3million impressions in total. Our social media stats also spotlight over 4.7 mil people reached, highlighting our brand salience and engagement.
- We were recognised by LinkedIn as one of the Top 15 companies to work in Singapore in 2022.

Healthier, Longer, Better Lives mandate also contributed positively to the health of the business:

- Despite the challenging operating environment, AIA Singapore's Corporate Solutions delivered double-digit growth in VONB and remains as the No. 1 Employee Benefits insurer in Singapore with over S\$590 million in-force premiums, upholding AIA's commitment to protecting the physical and mental health of Singapore's workforce in times of distress.
- IFRS Operating Profit After Tax (OPAT) increased by 13 per cent, driven by growth in our in-force portfolio and increased investment returns in 2021.
- Total Weighted Premium Income (TWPI) increased by 8.4 per cent in 2021, supported by a strong recovery in new business premiums and renewal premiums.
- Annualised New Premium (ANP) grew by 3 per cent, as double-digit growth in our agency channel was offset by a reduction in new business from our partnership distribution channel. VONB margin improved by 1.4 pps to 64.7 per cent and remains at a healthy level.
- #1 MDRT company where AIA Singapore achieved the highest number of Million Dollar Round Table (MDRT) registered members for seven consecutive years from 2014 to 2020. In 2021, AIA Singapore doubled our number of MDRT achievers: This achievement is testament to the quality of our agency force as preferred financial advisors for journeying with Singaporeans in good times and bad.