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Media Release

The importance of Australian optimism for a better life

*AIA six market study reveals eight key ingredients
to living Healthier, Longer, Better Lives*

Melbourne, 7 December 2020 – AIA Group Limited (“AIA” or the “Company”: stock code: 1299) has released findings from a ground-breaking research initiative, “Healthier Together”, revealing the eight key ingredients that go into living “Healthier, Longer, Better Lives”. Of these ingredients, the study revealed the most powerful is to “have an optimistic outlook”.

A follow up survey showed that this is especially the case for Australians, where this ingredient drove a sense of living Healthier, Longer, Better Lives the most amongst all countries surveyed.

The study was conducted by global data insights company Kantar Group and involved in-depth interviews with more than 80 experts from a broad spectrum of professional disciplines in Australia and across Asia-Pacific. Study findings were then validated through a survey of 6,000 participants across Asia-Pacific, including 500 Australians.

The survey also revealed, however, that Australians still feel they need to do more to live Healthier, Longer, Better Lives, with only 14% believing they possess at least seven of the eight ingredients, and 45% believing they possess four or more.

The survey also showed that Australians can make the most improvement in ‘continuous learning and exploration’ as well as “feeling active and engaged”.

Stuart A. Spencer, AIA Group Chief Marketing Officer, said: “The AIA purpose, which underpins everything we do, is to help people live Healthier, Longer, Better Lives. It’s therefore critical to gain a deep understanding of what people can actually do to achieve this, and how we can help them, beyond the obvious steps of exercising, eating healthily and getting sufficient sleep, particularly in the context of COVID-19.”

A significant volume of new insights and data was gathered from the interviews with 80-plus Asia Pacific-based academics, life-coaches, psychologists, mental health experts, influential authors, healthcare representatives and influencers from leading institutions, business and government.

The study produced eight specific behaviours that are most influential in helping people live Healthier, Longer, Better Lives. These were:

1. **Have an optimistic outlook:** Look for the positive things in everyday situations, not letting negative events of the past affect the present and finding enjoyment in work.
2. **Be active and engaged:** Be an active member of your wider community, remain socially active with friends and family, and remain physically and mentally active.
3. **Self-motivate:** Focus on your own personal goals, look for ways to make work/tasks/chores more engaging, and see setbacks as learning opportunities.
4. **Understand yourself and your emotions:** Understand what motivates you in life, understand what is important to you in life, and understand your limits/strengths/weaknesses.
5. **Feel a sense of independence:** Feel confident identifying what is right for you, focus time and energy on things you can control, and be capable of improving your mental health.

6. **Maintain quality relationships:** Focus on giving people your full attention, be open and honest with others, and seek out like-minded people who share similar interests.
7. **Never stop learning or exploring:** Explore new ideas and engage with new things, challenge your own thinking, and be open to change.
8. **Make time to recharge:** Create clear boundaries between work and personal time and find ways to recharge your energy levels.

The survey asked the 6,000 participants to rate their performance across these criteria. Key findings included:

- An alarming 85% of those surveyed rated themselves as not sufficiently adopting all eight ingredients and just 15% who believed they are. This group of “high performers” in living Healthier, Longer, Better Lives, reported that COVID-19 had less of a negative impact on their health and wellness efforts than the remaining 85%.
- A pathway to improved health and wellness, and one that is the easiest first step for people to take, is “make time to recharge”.
- By far the most important ingredient across all markets was “an optimistic outlook”, which was 2.3 times more common amongst the group of people that scored highest on the survey.

Stuart A. Spencer added: “This is really exciting because the findings of this unique piece of research now deliver to us a clear pathway to living Healthier, Longer, Better Lives. Healthier Together identifies real actions people can take to improve their physical and mental well-being, and real clarity about how to live Healthier, Longer, Better Lives, which has never been more important to us all than it is right now.”

The complete findings of the AIA Healthier Together study and survey can be viewed at:
aia.com/healthiertogether

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 47 years' experience. With a unique customer value proposition focused on life, health and wellbeing, our purpose is to make a difference in people's lives.

In November 2019, AIA Australia commenced a Joint Cooperation Agreement (JCA) with the Commonwealth Bank of Australia (CBA) for the joint operation of their Australian life insurance businesses, AIA Australia and Commlnsure Life. The JCA enables AIA Australia to exercise a level of direct management control and oversight over Commlnsure Life.

Together, AIA Australia and Commlnsure Life offer a range of products that protect and enhance the lives of more than 3.8 million Australians. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and best protected nations in the world. With AIA Vitality – the world's leading science-based health and wellbeing program – we help members to live healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), and iSelect Partner Awards Insurer of the Year (2019).

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