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Media Release

AIA Australia and AusCycling announce new partnership

Melbourne, Victoria, 20 October 2022 – Leading life, health and wellbeing insurer AIA Australia has announced a new partnership with AusCycling – the National Sporting Organisation responsible for the development, facilitation and growth of all forms of cycling in Australia.

The partnership will see AIA become the Official Health Insurance and Health and Wellbeing partner of AusCycling. AusCycling members will be able to access AIA Australia products and services, as well as benefit from following an active and healthy lifestyle.

The announcement is the latest from AIA Australia as it continues to strategically enter into a series of Shared Value partnerships that will bring a positive impact to AIA, its customers, as well as the broader community. AIA Australia's concept of Shared Value Insurance is a purpose-led way of operating that focuses on increased health awareness, prevention and upstream approaches to physical, mental, environmental and financial wellbeing so people can stay well.

AIA Australia CEO, Damien Mu said, "At AIA Australia we have a dream to champion Australia to be the healthiest and best protected nation in the world. We recognise the importance of physical activity to reduce the severity and prevalence of non-communicable diseases and are excited by this new opportunity to inspire Australians to move well.

"By partnering with AusCycling we can empower people to get active and experience improved physical and mental wellbeing as a result. AusCycling members can also ensure that they have the insurance protection they need, so they can have peace of mind and focus on leading a healthier, longer, better life."

Agostino Giramondo, AusCycling's Executive General Manager, Commercial, Clubs and Community said "The health and wellbeing of our members, staff and the cycling community in general is important to us. We want to support our members in living long and healthy lives.

"We look forward to seeing this partnership go from strength to strength over the coming years as we know AIA share the same desire; our values are aligned."

To celebrate the launch of the partnership, AusCycling members who sign up with AIA Health by 15 December will receive up to \$600 to spend at bikechain.com.au or luxbmx.com. To learn more, visit <https://auscycling.org.au/membership/other/offers-aia>.

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About AIA Australia

AIA Australia is a leading life insurance specialist with 50 years' experience and purpose to make a difference in people's lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, CommInsure Life was integrated into AIA Australia. The lives of more than 3.7 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia to be the healthiest and best protected nation in the world.

In pursuit of this, AIA Australia has developed AIA Embrace- a comprehensive wellbeing ecosystem of world-class products, programs and partnerships. These are designed to help customers, partners and the broader community to embrace better health and wellbeing.

In offering a broad range of health and wellbeing services to its customers, partners and broader community, AIA is proudly helping people lead healthier, longer, better lives.

AIA Australia has been recognised with multiple awards, including the ANZIIF Life Insurance Company of the Year (2022), Women in Finance Employer of the Year Award (2018 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

Further information at www.aia.com.au.

About AusCycling

AusCycling is the National Sporting Organisation responsible for the development, facilitation and growth of all forms of cycling in Australia. Established in November 2020, AusCycling is uniquely positioned to represent the sport for the future and to provide enhanced services to clubs, riders, officials and volunteers.

AusCycling currently represents over 54,000 members and 400 cycling clubs across BMX Racing, BMX Freestyle, Cyclo-Cross, Esports, Mountain Bike, Para-Cycling, Road, Track and Lifestyle (recreational and commuter) riders throughout Australia forming one of Australia's largest cycling communities. We represent all levels of the sport from grassroots to high performance.

Further information at www.auscycling.org.au.

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