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Media Release

AIA Vitality benefits expanded with Apple Watch

Melbourne, 9 July 2020 – Life and health insurer AIA Australia has announced an expansion of its market-leading AIA Vitality health and wellbeing program, with the opportunity for members to earn an Apple Watch for reaching weekly physical activity targets.

The benefit can be activated by existing AIA Vitality members with retail advised life insurance or health insurance. Once Apple Watch is linked to a member's AIA Vitality account, the activity tracking functionality can provide them with rich insights into their health and wellbeing, and help them earn up to 100 AIA Vitality Points per day towards their weekly Active Benefits target.

AIA Australia and New Zealand CEO and Managing Director, Damien Mu, said this exciting program with Apple Watch would play an important role in supporting AIA Vitality members to live Healthier, Longer, Better Lives.

“At the heart of our purpose is a commitment to helping people understand their health and wellbeing, and incentivising them to take small steps to improve their health, as this can lead to big changes over time,” said Mr Mu.

Utilising a global, science-backed program that is the first of its kind in Australia, AIA Vitality has provided AIA Australia with a unique ability to engage with customers on an ongoing basis, in order to provide greater value, and help to improve health outcomes.

The Australian launch to AIA Vitality members follows similar introductions of Apple Watch in overseas markets, which have revealed the holistic benefits of the offering. A landmark RAND Europe study¹ of more than 400,000 Vitality members in the United Kingdom, United States of America and South Africa found:

- Participants using Apple Watch saw an average 34% sustained increase in activity – 4.8 extra days of activity per month
- Activity increased across the full spectrum of Vitality participants, regardless of health status, age or gender
- "At-risk" participants with a high Body Mass Index, although less likely to take up the benefit, showed greater improvements in activity than other groups, with increases in activity of 200% in the United States, 160% in the United Kingdom, and 109% in South Africa.

AIA Vitality members who choose to take up the Apple Watch benefit will enter into an interest-free loan agreement that covers the upfront cost of an Apple Watch Series 5 (\$649 RRP) and 24 monthly repayments. In each week that physical activity targets are met, the loan repayment is reduced; if all weekly physical activity targets are met in a month, AIA Vitality covers the entire loan repayment for that month. AIA Vitality will cover all administration and standard interest charges on the loan.

Terms and conditions of the Apple Watch benefit can be found [here](#). Apple is not a participant in or sponsor of this promotion. Apple Watch is a registered trademark of Apple Inc. All rights reserved.

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¹ RAND Europe 2018, Financial incentives and physical activity, Evidence from the Vitality's Apple Watch benefit

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 CommInsure Life. The JCA enables AIA Australia to exercise a level of direct management control and oversight over CommInsure Life.

Together, AIA Australia and CommInsure 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).

Further information at www.aia.com.au.

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