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Media Release

AIA Australia announces “Connected Health” partnership with Optus

Melbourne, 19 March 2021 – AIA Australia will provide Optus customers with the opportunity and means to live healthier, longer, better lives, as part of the companies’ new “Connected Health” partnership.

AIA Australia is a leading life and health insurance specialist protecting the lives of more than 3.8 million Australians. AIA expanded into the private health insurance market in 2017 and is already distinguishing itself due to its unique offering. In 2020 AIA Health Insurance grew at a rate of 3.8%, ahead of the market average of 1.8%.¹

The partnership will see AIA Australia and Optus providing their customers with exciting new connected health offerings. Customers will be able to digitally engage with the world-leading health and wellbeing program AIA Vitality which allows members to access learnings and tools to make more health-conscious decisions, while being rewarded in return.

AIA Australia and Optus are aligned in the belief that supporting customers to access health and fitness technology will result in better physical and mental wellbeing outcomes. Thirty-seven per cent of AIA Vitality members have used a device to track their physical activity in the past year. When Australia moved into lockdown in March and April 2020, members using fitness technology to track their activity increased by 23%.²

CEO and Managing Director of AIA Australia and New Zealand Damien Mu said he was thrilled about the benefits for Optus customers. “The opportunity to partner with Optus is really exciting as we can provide more Australians, through digital platforms, with the tools and techniques to take small steps to improve their health and wellbeing.

“The pandemic has reminded us how important it is to look after our physical and mental health, as well as to stay connected with those we care about. The partnership between AIA and Optus has been developed as we both believe that supporting our customers in their wellbeing journey will help them to thrive and lead healthier, longer, better lives”.

Matt Williams, Optus Managing Director of Marketing & Revenue shared the excitement, noting “At Optus, our focus has been on continuing to take our customers’ experience to new levels and create unique customer connections, and this partnership with AIA is a perfect example of how we continue to surprise and delight our customers”.

The AIA Australia and Optus “Connected Health” partnership will expand over time.

Further Information:

AIA Health offer 1:

Fit. Healthy. Connected. Bonus Apple Watch, on us: <https://www.aia.com.au/en/individual/partners/optus-offer.html>

¹ APRA Quarterly Private Health Insurance Statistics published 23 February 2021.

² <https://www.aia.com.au/content/dam/au/en/docs/reports/aia-vitality-covid-19-insights.pdf>

Connect with your health like never before. Bonus Galaxy Watch, on us: <https://www.aia.com.au/en/individual/partners/optus.html>

AIA Vitality offer 2:

Get Apple Watch. Get Active. Get Rewarded: <https://www.aia.com.au/en/individual/aia-vitality/partners-and-rewards/apple-watch.html>

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About AIA Australia

AIA Australia is a leading life insurance specialist with over 48 years' experience. With a unique customer value proposition focused on life, health and wellbeing, our purpose is to make a difference by helping our members and the community to live healthier, longer, better 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 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.

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), iSelect Partner Awards Insurer of the Year (2019), Insurance Asia International Life Insurer of the Year (Australia, 2020), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019) and Shared Value Awards Organisation of the Year (2020).

Further information at www.aia.com.au.

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