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Attn	:	All EDD & Honourable Advisors/ EDDs/ PSDDs/ SDDs/ DDs/ MICs/ Agency Leaders/ Financial Planners (Hong Kong and Macau)	From	:	Rita Wong
Co/Dept	:	Ms. Melissa Wong All Department Heads Macau CEO/ ABDD Executives	Dept	:	Customer & Marketing
Date	:	7 Aug 2026	Total page	:	11 pages + 3 Appendix

Subject : **A260809 友邦健康生活節 2026 – 全方位．將健康變成日常**
AIA Healthy Living Week 2026 – Healthy Living Starts Every Day



AIA 一直致力幫助大眾實踐「健康長久好生活」，而今年的「友邦健康生活節 2026」將這理念化為行動，匯聚 HYROX 運動體驗、AIA Vitality 活力挑戰及會員專屬身心體驗、星級名人講堂等精彩活動，一同探索適合自己的健康生活方式。

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把握機會免費登記活動！活動相關詳情及報名方式請參閱以下資訊

活動詳情	**友邦健康生活節 2026** 活動地點: 灣仔合和酒店 19 樓 活動日期: 2026 年 9 月 19 – 20 日 活動時間: 每天上午 11 時至晚上 8 時 (最後入場時間 7 時) **活動從身心健康出發，全方位助你再想健康。四大活動亮點包括:** • AIA HYROX 挑戰區及遊樂場 ： 免費接受專業教練指導，體驗多項 HYROX 經典訓練項目，感受這項低門檻運動樂趣。現場亦設有 HYROX 遊樂場，透過輕鬆有趣的互動遊戲，讓大人小朋友一同體驗 HYROX 的魅力。 • 星級名人講堂 ： 多位知名嘉賓與專家親臨現場，包括殿堂級主持人鄭裕玲、人氣歌手曾比特、內地著名學者劉擎教授、青年精神健康專家葉兆輝教授… 從人生、家庭、精神健康及未來規劃等不同角度，與您一起「再想健康」。**(嘉賓名單及主題請參閱附錄 1)** • AIA Vitality 體驗區 ： 透過「AIA Vitality 活力升級站」及一系列會員專屬的 AIA Vitality 身心體驗，探索身心健康的更多可能。現場設有人氣體能挑戰及多種不同的活動，讓參加者從多方面更了解身體狀況！完成現場問卷調查，即可獲贈 AIA Vitality 專屬減壓 Clicker 一份，現場更預備多款精美禮品！數量有限，送完即止！ • 豐富驚喜禮遇 ： 參與現場活動，即有機會獲得多項驚喜禮遇及精美禮品。更有機會換領 AIA HYROX 限定版紀念品，數量有限，送完即止！

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報名時間表 — 活動報名將分為三階段進行:

第一階段：	**【專屬報名】特選財務策劃顧問** 1) 來自全保先導區域 (Total Protection Pilot District)，並承諾成為 MDRT 2027 之同事, 或 2) 截至 2026 年 7 月 31 號前完成卓越顧問 2026 之同事 • 專屬報名時段：8 月 11 日(上午 10 時 00 分) 至 14 日(上午 10 時 00 分) • 報名連結：將於 8 月 11 日報名開始前，通過**電郵**及 **iEngage** 發出予符合資格之財務策劃顧問 • 報名方式及注意事項： 1. 參加者需要先下載 AIA+ 手機應用程式 2. 參加者必需經電郵連結進入報名表格 3. 參加者需在報名表格上輸入以下資料方可順利提交報名表格 ▪ 特選財務策劃顧問號碼(Agent Code) ▪ 特選財務策劃顧問本人姓氏(Sur-name)
第二階段：	**【優先報名】AIA Vitality 會員及特選現有客戶** 1) 自 8 月 10 日前成為 AIA Vitality 會員, 或 2) 以下特選現有客戶名單 (名單將上載至 CRM)： • 保單分配 (高潛力並獲重新分配的客戶) • 保單分配 (近期獲重新分配的客戶) • 與高淨值相似之特選客戶 • 曾參與活動之特選客戶 • 優先報名時段：8 月 14 日(中午 12 時 00 分) 至 16 日(晚上 11 時 59 分) • 報名連結：進入 AIA+ 後於「熱門推介」版面選擇「友邦健康生活節 2026」 • 注意事項：名額有限，先到先得，額滿即止。

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第三階段：	**【公眾報名】所有財務策劃顧問及客戶** • 優先報名時段：8 月 17 日(中午 12 時 00 分)至活動開始前 • 報名連結：進入 AIA+，於「熱門推介」版面選擇「友邦健康生活節 2026」（詳情請參閱附錄 2） • 注意事項：名額有限，先到先得，額滿即止。

使用 AIA+ 登記之方式

	• 參加者須下載 AIA+手機應用程式。
	• 已登入的 AIA+帳戶持有人：
	  ○ 進入活動主頁填妥財務策劃顧問編號及其英文姓氏（如適用）
	  ○ 同意活動所收集之個人資料會用作市場推廣用途及供 AIA 旗下的財務策劃顧問作聯絡用途，並成功提交登記表格。
	• 未登入的 AIA+用戶：
	  ○ 進入活動主頁填妥財務策劃顧問編號及其英文姓氏（如適用）
	  ○ 參加者之基本個人資料（包括姓名、電話、電郵地址）
	  ○ 同意活動所收集之個人資料會用作市場推廣用途及供 AIA 旗下的財務策劃顧問作聯絡用途，並成功提交登記表格。
	• 如登記人為財務策劃顧問，請於「你是友邦財務策劃顧問嗎？」問題勾選「是」選項，並填寫相關資訊。
	• 成功登記的合資格參加者將於 AIA+即時獲得參加活動的二維碼，並會收到電郵通知，內附參加活動的二維碼及詳情。

	註： • 每個 AIA+賬戶、電話號碼或電郵地址最多可登記活動一次，每次成功登記只會獲得一個入場二維碼。名額有限，先到先得，額滿即止。 • 確認登記活動後，若財務策劃顧問未能於 2026 年 9 月 12 日中午 12 時或之前以電郵通知取消報名而缺席活動，公司則有機會收取 HK$1,000 行政費用。

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財務策劃顧問之注意事項：
• 財務策劃顧問只可向已選擇同意接收推廣資訊的客戶發放／分享有關此推廣活動之宣傳物料。 • 財務策劃顧問向客戶發放／分享有關此推廣活動之宣傳物料時，須說明客戶須同意與此活動相關所收集之個人資料會用作市場推廣用途。 • 財務策劃顧問切勿利用以上優惠誘使客戶投購任何保險產品。購買保險產品與否乃基於客戶保障需要和負擔能力，以上優惠不可被利用為購買保險產品的誘因 / 禮物。 • 未經公司批准，不可基於任何目的於社群媒體或任何其他渠道轉售 / 贈送 / 舉行抽獎送出公司贊助之盛事 / 活動 / 演唱會的門票。 • 財務策劃顧問只能於香港或澳門境內進行受規管活動。所有銷售活動及投保申請必須在香港或澳門境內進行。如客戶並非身處香港或澳門境內，財務策劃顧問只可向客戶解釋活動及登記活動資料而不參與銷售活動。 • 財務策劃顧問必須遵守以下指引：必須遵守「為抵港抵澳內地人士銷售保險業務的營運指引」及「抵港抵澳內地人士認證手續之工作流程」。 • 財務策劃顧問不應以是次活動作客戶投保之誘因，及影響客戶作出知情的投保決定。財務策劃顧問向客戶推介產品前須進行財務需要分析，以評估客戶的需要及承擔能力。客戶須根據自己的需要及承擔能力以決定保費。如客戶作出詢問，應向客戶解釋是次活動與投保無關。 • 財務策劃顧問必須清楚理解產品特色，並在客戶查詢時提供正確之產品資訊，及與產品相關連的風險及主要不受保事項等。 • 財務策劃顧問須提醒客戶人壽保險保單屬長期的保險合約，其設計及宗旨為保障人的壽命，通常涉及較長年期。客戶應根據自身的保障需要和保費負擔能力投保適合的保險產品。 • 財務策劃顧問須了解活動或登記活動的條款及細則。如客戶對活動有任何疑問，財務策劃顧問須向客戶清楚地解釋。

Best regards,

Rita Wong
Head of Customer Centricity, Brand and Integrated Marketing

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At AIA, we are committed to helping people live Healthier, Longer, Better Lives. This year, AIA Healthy Living Week 2026 brings that commitment to life through HYROX challenges, AIA Vitality power up challenges and member-exclusive wellness experiences, and inspiring celebrity talks, encouraging people to discover a healthier lifestyle that works for them.

Register for free and secure your place today! Details of the event and registration are provided below.

Event Details	**AIA Healthy Living Week 2026** Venue: 19/F, Hopewell Hotel, Wan Chai Dates: 19-20 September 2026 Opening Hours: 11:00 AM - 8:00 PM daily (Last admission: 7:00 PM) **This event promotes holistic health and wellness, helping participants rethink healthy through four key highlights:** • AIA HYROX Challenge Zone & Playground: Experience the excitement of HYROX through complimentary coaching sessions led by professional trainers. Participants can try various signature HYROX training stations and discover the appeal of this accessible fitness sport. A dedicated HYROX Playground will also be available, featuring fun and interactive activities that allow both adults and children to enjoy the HYROX experience together. • Celebrity Talk Series: A lineup of distinguished guests and experts will share their insights, including: Dodo Cheng, legendary TV host; Mike Tsang, popular singer;

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	Professor Liu Qing, renowned Chinese Mainland scholar; Professor Paul Yip, youth mental health expert… etc. **(For details line-up, please refer to Appendix 1)** Covering topics such as life, family, mental wellness, and future planning, these experts will inspire participants to "Rethink Health" from different perspectives. • AIA Vitality Experience Zone: Explore new possibilities for wellbeing through the AIA Vitality Power Up Zone and a series of interactive wellness experiences. Popular fitness challenges will help participants gain a deeper understanding of their overall health and well-being. Participants who complete the on-site survey may receive an AIA Vitality Exclusive Fidget Clicker. A variety of attractive gifts will also be available on-site. Limited quantities available while stocks last. • Exclusive Rewards and Surprises: By participating in on-site activities, participants may receive exciting rewards and attractive gifts. participants may also have the opportunity to redeem limited-edition AIA HYROX souvenirs. Limited quantities available while stocks last.

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Registration Schedule: Registration will be conducted in three phases:

Phase 1	**【Exclusive Registration】Applicable to Selected Financial Planners who:** a. Belong to the Total Protection Pilot District and have committed to achieving MDRT 2027; or, b. Have achieved Premier Advisor 2026 on or before 31 July 2026. • **Registration Period:** 11 August 2026 (10:00 a.m.) to 14 August 2026 (10:00 a.m.) • **Registration Link:** Eligible Financial Planners will receive the registration link via email and iEngage on 11 August, before the booking start. • **Registration Requirements -** Participants must: 1. Download the AIA+ mobile application. 2. Access the registration form through the invitation link. 3. Enter the following information: 4. Selected Financial Planner Agent Code 5. Financial Planner's surname (in English)
Phase 2	**【Priority Registration】Applicable to AIA Vitality Members and Selected Existing Customers** 1) Being an AIA Vitality member on or before 10 August, or 2) Selected existing customers listed below (the lists will be uploaded to CRM): • High Potential Reassigned Customers • Newly Reassigned Customers • HNW-alike Customers • Event-engaged Customers • **Registration Period:** 14 August 2026 (12:00 noon) to 16 August 2026 (11:59 p.m.) • **Registration Method:** Log into AIA+ and select **"AIA Healthy Living Week**

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	2026" from the **"HOTPICKS"** section. • **Remarks:** Available on a first-come, first-served basis while quotas last.
Phase 3	**【Public Registration】All Financial Planners and Customers** • **Registration Period:** From 12:00 noon on 17 August until the commencement of the event • **Registration Method:** Log into AIA+ and select **"AIA Healthy Living Week 2026"** from the **"HOTPICKS"** section. (Please refer to Appendix 2 for details.) • **Remarks:** Available on a first-come, first-served basis while quotas last.

Registration via AIA+

	• Participants must download the AIA+ app.
	• AIA+ account holder (logged in):
	  ○ Fill in the Financial Planner Code and English surname (if applicable)
	  ○ Agree that the personal data collected in connection with the event may be used for direct marketing purposes and for contact by AIA Financial Planners, and successfully submit the registration form
	• AIA+ user (not logged in):
	  ○ Fill in the Financial Planner Code and English surname (if applicable)
	  ○ Fill in the participant’ s basic personal information, including name, phone number and email address
	  ○ Agree that the personal data collected may be used for direct marketing purposes and for contact by AIA Financial Planners, and successfully submit the registration form.
	• If the participant is a Financial Planner, please select “Yes” for the question “Are you an AIA financial planner?”.
	• Eligible Participants (as defined in Appendix 2) who successfully register will receive a QR code for attending the event. They will also receive an email containing the QR code and the event details.

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	Notes： • Each AIA+ account, phone number or email address may only be used to register for once for registration under this Campaign. Each successful registration will receive one access QR code only. Available on a first-come, first-served basis while quotas last. • If Financial Planners fail to notify us by email to cancel their registration by 12 September 2026 at 12 noon and are absent from the event, AIA reserves the right to charge such Financial Planner an administration fee of HK$1,000.

Note for Financial Planners:
• Financial Planners should only distribute/share promotion materials of this event to customers who have opted in to receive marketing and promotional materials. • When distributing/sharing promotional materials, Financial Planners must inform customers that their personal data collected in connection with this event will be used for marketing purposes. • Financial planners must not use the above offer to induce customers to purchase any insurance products. The decision to purchase insurance products should be based on the customers' protection needs and affordability. The above offer must not be used as incentives/gifts to purchase insurance. • Tickets sponsored for events, activities, and concerts must not be resold, given away, or used in lucky draws through social media platforms or any other channel for any purpose without obtaining AIA's prior approval. • Financial Planners may only conduct regulated activities within Hong Kong or Macau. All sales activities and insurance applications must take place in Hong Kong or Macau. If customers are not located in Hong Kong or Macau, Financial Planners may only explain the event and event registration details to them without engaging in sales activities. • Financial Planners must adhere to the following guidelines: Please follow the "Operating

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Guidelines For Agents On Dealing Insurance Business With Applicants/Policyowner from MCV Business" and "Guidelines for Sales and Marketing to MCV Business prospects".

- This event must not be used to induce customers to apply for insurance plans or to distract them from making informed decisions. Financial Planners must conduct financial needs analysis to assess the customers' needs and affordability before making any product recommendations. Customers should decide their premium based on their needs and affordability. If customers inquire, Financial Planners must clarify that this event is unrelated to any insurance purchases.
- Financial Planners must be well-versed with the product features, and be able to clearly explain the key product features, associated risks and exclusions to customers upon receipt of customers' enquiries.
- Financial Planners should remind customers that life insurance policies are long-term contracts of insurance, designed and intended to be in force over many years of a person's life. Customers should apply suitable insurance products based on their own protection needs and affordability.
- Financial Planners must be familiar with the Terms and Conditions of the event and the event registration arrangements. If customers have any questions regarding the event, Financial Planners must explain them clearly.

Best regards,



Rita Wong
Head of Customer Centricity, Brand and Integrated Marketing

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AIA Hong Kong
27F, Hopewell Centre
183 Queen Road East,
Wan Chai, Hong Kong
T: (852) 2881 3333
AIA.COM.HK

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附錄 1　星級名人講堂嘉賓名單
Appendix 1　Celebrity Talk Series Speaker Line-up



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附錄 2 Appendix 2

「友邦健康生活節 2026」登記表格 (範本)
Registration Form for the "AIA Healthy Living Week 2026" (Template)

參加者填妥財務策劃顧問編號及其英文姓氏（如適用），並成功提交登記表格。
Participants shall fill in the Financial Planner Code and their English surname (if applicable), and successfully submit the registration form.

如未登入 AIA+，則需填寫參加者之簡單個人資料，包括姓名、電話＊、電郵地址等。
＊可填寫中國內地、香港或澳門手提電話號碼
If participants are not logged into AIA+, they will need to fill in the participant's basic personal information, including name, phone number* and email address
＊You may provide a mobile phone number from the Chinese Mainland, Hong Kong, or Macau.

Step 1
輸入財務策劃顧問編號及其英文姓氏 （如適用）
Fill in the Financial Planner Code and their English surname (if applicable)



Step 2
如未登入 AIA+，則需填寫參加者之簡單個人資料
If participants are not logged into AIA+, they will need to fill in the participant's basic personal information



Step 3
選擇入場時間及 / 或預約「星級名人講堂」
Select admission time and/or reserve for "Celebrity Talk Series"



Step 4
成功登記的合資格參加者將即時獲得 參加活動的二維碼 Eligible Participants who successfully register will receive a QR code for attending the event



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附錄 3 ：「友邦健康生活節 2026』（「活動」） 條款及細則
Appendix 2: Terms and Conditions for the “AIA Healthy Living Week 2026” – (“Campaign”) https://comm.aia.com.hk/AIAHLW26_TnC_MS

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