

For Immediate Release

**AIA Have-A-Heart Fund Sponsors RM272,000**  
**for 13 Child Heart Patients**

Kuala Lumpur, 22<sup>nd</sup> January 2009 – Continuing its proud legacy of always lending a hand to the needy, the AIA Have-A-Heart Fund (AIA HAHF) sponsored 13 children who needed urgent heart surgeries, for the total amount of RM 272,000 in 2008.

The financial sponsorship was made possible by the dedicated agency force of American International Assurance Bhd. (AIA Bhd.) which has been continuing to donate RM 1 from their commissions for every life insurance policy sold, for the last 10 years.

The heart surgeries were carried out at Gleneagles Intan Medical Centre in Kuala Lumpur and Penang.

Chief Executive Officer Khor Hock Seng said, “At AIA Bhd., we believe in doing our part for society continuously as there are always some of us in need of assistance. Through the AIA Have-A-Heart Fund, we are able to reach out to Malaysians of all ethnicity and show that we truly care.”

“Corporate Social Responsibility has and will always be an integral element in AIA Bhd.’s corporate initiatives, as this is our way of giving back to the community, improving lives and contributing towards a caring society,” he added, after attending a cheque presentation ceremony where the company’s agency force contributed RM100,000 towards the AIA Have-A-Heart Fund.

Also at the event were five child heart patients accompanied by their parents – their heart surgeries were successfully carried out recently, thanks to the generous sponsorship from

the AIA Have-A-Heart Fund. In conjunction with the upcoming Chinese New Year celebrations, the children and their families were also presented with ang pows and treated to a sumptuous lunch.

Set up in 1998, the AIA Have-A-Heart Fund's objective is to offer financial assistance to children from low-income families with heart problems in need of corrective and live saving surgeries. Fundamentally, the Fund aims to stress that everyone deserves access to quality medical treatment.

To date, the AIA HAHF has sponsored 127 pediatric heart procedures at a cost of over RM1.9 million and growing.

According to Mr. Khor, AIA Bhd.'s 10,000 plus strong agency force will continue to be the main resource to the Fund's community work.

"The commendable support from the men and women that form the company's agency force is an effort that deserves much praise. Despite their very busy work schedules, the agency force has maintained their tireless effort to ensure that the AIA Have-A-Heart Fund's mission is achieved," he added.

The RM 1 contribution from every life insurance policy sold by the agency force of AIA Bhd. in an on-going fundraising initiative which has helped raise funds in excess of RM1 million over the past decade.

The AIA Have-A-Heart Fund was given a tax-exempt status by the Inland Revenue Board in 2005, thus all donations from henceforth will be exempted from being taxed.

## **NOTE TO EDITOR**

### **About AIA Bhd.**

American International Assurance Bhd. (AIA Bhd.) began operations in Kuala Lumpur, Malaysia in 1948 as a branch of American International Assurance Company, Limited (AIA). With 60 years of local market presence, AIA Bhd. has now become one of the country's largest life insurers, with a network of 23 branches nationwide and over 1,000 employees and 10,000 agents. The company's focus is on designing new, innovative products to meet the changing needs of the market.

### **About AIA Group**

AIA group is a leading life insurance organization in Asia with a unique heritage of serving the world's most dynamic region for 90 years. It provides consumers and businesses with products and services for life insurance, retirement planning, accident and health insurance as well as wealth management solutions. Through an extensive network of 250,000 agents and 20,000 employees across 13 geographical markets, the AIA group serves over 20 million customers in the region.

The AIA group has branch offices, subsidiaries and affiliates located in jurisdictions including Australia, Brunei, China, Hong Kong, India, Indonesia, Macau, Malaysia, New Zealand, Singapore, South Korea, Thailand and Vietnam.

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