

Dear Customer,

We are pleased to share the below announcement from Cigna with you, as we continue to promote health and wellbeing as your partner. Through the sponsorship of Hong Kong Sevens event, we want to remind our customers to stay healthy while watching rugby with their friends and families.

Cigna kicks off three-year Sponsorship raising health awareness at the Hong Kong Rugby Sevens

HONG KONG – April 3, 2017 Cigna Corporation (Cigna) today announced a three-year agreement with the Hong Kong Rugby Sevens to be an official Sponsor from 2017 to 2019. For the past two years, Cigna has supported the premier sporting event as a Partner.

Commenting on the sponsorship, Patrick Graham, CEO, Asia Pacific said, “We are thrilled to be continuing and extending our partnership with the Hong Kong Sevens this year – a series that has grown in popularity across Asia and attracts global as well as regional fans. Cigna is excited to be one of the first health insurance Sponsors of this iconic event.”

As a healthcare solutions provider and Hong Kong Sevens Sponsor, Cigna has initiated a campaign aimed at helping fans stay healthy during the event, “The Cigna Sevens Survival Guide”. The campaign includes videos to be aired at the games and during the activation period, an interactive game with prizes and a rugby clinic taught by expert coaches for young rugby players.

“We are pleased to partner with such a strong global and regional brand as the Hong Kong Sevens and have built a campaign aimed at reminding our audience in a fun way to stay healthy while they watch the rugby. We hope the digital game, the videos and the practice clinic generate enjoyment -- and maybe even some healthy behavior,” said DJ Choi, Chief Marketing Officer, International Markets, Cigna.

The two 15-second videos were inspired by the fun costumes of spectators from Sevens of the past to showcase a Survival Guide of Dos and Don'ts for fans to stay fit and healthy. Dos include:



Drink water



Eat healthy food



Wear sunscreen



**Stand up and
move periodically**



**Seek medical
help if needed**

Cigna will also host a booth at Hong Kong Sevens Central at Chater Garden, Central from 3rd to 6th April, as well as at the main event from 7th to 9th April in the stadium. The Chater Garden booth will feature an interactive “Sevens Survival Game”, a fun way to learn the Dos and Don’ts of staying healthy during the Sevens. Players will compete to win tickets for the Sevens, by running on a virtual reality “Rugby Avenue”, dodging unhealthy, and collecting healthy, items to score on the leaderboard.

Also during the activation period, Cigna will host a ‘Rugby Clinic’ over three days between 4th and 6th April at HK Sevens Central at Chater Garden, where expert coaching through clinics and demonstrations will be held for families and children.

The videos were launched on YouTube and the Cigna Hong Kong Facebook page on Saturday 1st April. Visit the Facebook page to learn more about Cigna at the Hong Kong Sevens 2017 and for your copy of the Cigna Sevens Survival Guide.

To view the campaign videos, please visit the links below:



<https://www.youtube.com/watch?vVVV=DMEKmARe02s>



<https://www.youtube.com/watch?v=iOs1ycWwYdM>

About Cigna

Cigna Corporation (NYSE:CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in 30 countries and jurisdictions, and has more than 90 million customer relationships throughout the world.