

Media Release

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Philam Life's investment products capitalize on "Emerging Asia"

Manila, October 2011 – With the perceived slowdown of the US and European economies, "Emerging Asia" is now considered as the "sweet spot" for growth opportunities and investments in the global economy.

Given the recent trends in economic performance, the International Monetary Fund (IMF) expects Emerging Asia to drive World GDP growth in the years to come while, developed markets like the US and Europe will lag behind as they continue to address their debt issues.

The growth in Emerging Asia is driven primarily by Emerging China and Emerging India.

Amidst the fear of global slowdown, Emerging Asia has proved its resilience and its strength as it maintains its prospects of growth and stability. Taking advantage of this apparent growth, Philam Life offers two investment solutions that will give its clients the opportunity to participate in Asia's growth momentum – Asia's Best and Money Tree.

In October 2011, Philam Life re-launched "**Asia's Best**" following its successful launch back in May. "**Asia's Best**" is a 6-year investment and life insurance plan-in-one, that gives you access to two of Asia's most promising economies, China and India.

"**Asia's Best**" offers the following benefits:

- Principal Protection on Investment
- Participation in Returns of Global Indices
- Life Protection
- No Unit Deductions
- Structured Note

"**Asia's Best**" suits aggressive and moderately-conservative investors alike. It provides high principal-protection while participating in the growth of China and India which have ranked first and third respectively among the most attractive countries for foreign investors. China is currently the world's largest exporter and India has become the recipient of tremendous direct foreign investments.

With "**Asia's Best**", Philam Life can help you get a slice of Asia's growth and take advantage of the growing possibilities of Emerging Asia with a minimum investment of \$5,000.

Within Philam Life's array of investment solutions is "**Money Tree**", an investment and life insurance plan-in-one that provides access to attractive local financial markets and gives clients the opportunity to participate in the growth momentum of our very own local market as the Philippines rides the wave of Emerging Asia, with its clients enjoying the benefits of having professional fund managers who ensure that their investment portfolio is diversified, affordable, and flexible.

With these new products, Philam Life ensures that our clients receive the highest possible return for their investments while at the same time supporting the Asian market's growth and continued development.

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