



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY
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Media Release

Philam Life posts aggressive 89% growth in new business in Q3

Philam Life, the country's largest life insurance company and the market leader for over 60 years, continued its market dominance with 89% growth in new business as of the third quarter of 2011, fueled by its aggressive 212% growth in single premium business.

Philam Life's single premium business produced close to P2 billion in new business in Q3, more than double the P624 million worth of single premiums it produced in the same period last year. This was due primarily to the strong sales of two special single-premium investment-linked products: "Asia's Best" and "Growth Invest."

"Asia's Best" is a single-pay, six-year term, US-dollar investment-and-life-insurance-plan-in-one that allows investors to invest and participate in China and India equities, two of the fastest growing economies in the world.

On the other hand, "Growth Invest" is a single-pay, peso-denominated, six-year term, investment-and-life-insurance-plan-in-one which capitalizes on the performance of high-growth global sectors: China equities, Agribusiness, Energy, and Gold Mining.

Due to popular demand, a second tranche of Growth Invest was recently launched and will be available until December 15.

"The response for this investment-linked product was quite overwhelming that we had to give in," said Rex Mendoza, Philam Life President & CEO. "We wanted to give Filipino investors the opportunity to invest in these high-growth sectors, which experts forecast to increase in consumption and value in the next few years. Performance-wise, our first tranche has performed so well and we have to give those who missed it another chance to take a position."

Philam Life's regular premium business also increased in Q3 2011 with strong sales coming from its protection (Vanguard 100), education (Bright Future Plus), investment-linked (Abundance Plus), and retirement (Leisure) products.



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“Not only do we continue to have the largest agency distribution force in the country, but we now have a rejuvenated sales force,” adds Mendoza. “With aggressive recruitment programs, fortified training & development courses, and special activation campaigns, we have seen an increase in the number of producing agents, and have also seen an increase in productivity. Our financial advisors and leaders have certainly Powered Up!”

Philam Life’s has positioned itself for an aggressive fourth quarter with month-on-month improvements in new business in Q3 amounting to P276 million, P318 million, and P837 million in July, August and September, respectively.

Philam Life continues its heritage of leadership not only in terms of new business. In the August 2011 official report released by the Insurance Commission, Philam Life continues to occupy the number one ranking in the industry in several key measures in 2010.

Based on the report, Philam Life ranked first in net worth with P22.84 billion out of the total industry figure of P90.77 billion; first in premium income with its P11.25 billion share of total industry income of P70.72 billion; biggest in assets with P140.61 billion or 27.41 percent of total industry assets of P476.45 billion; and highest paid-up capital of P1.93 billion out of total industry paid-up capital of P10.8 billion. These numbers are proof of the company’s undisputed leadership, financial strength and stability.

Philam Life also leads all life insurance companies with over P8 billion worth of benefits released to policyholders and beneficiaries in 2010 alone from various products such as life insurance, education, retirement, endowment and investments.

“But more than just the numbers, these figures represent the essence of what Philam Life has stood for all these years: earning the trust of satisfied customers who have decided to secure their future with us, as we delivered on our promises, generation after generation,” Mendoza concluded.

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About Philam Life

The Philippine American Life and General Insurance Company (Philam Life) is the largest life insurance company in the Philippines and the market leader for over 60 years. Philam Life offers an extensive line of products in the industry that provides solutions to various financial needs including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance. Philam Life has the most extensive network of offices and sales agencies nationwide.

Philam Life is part of the AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group in the world.

About the AIA Group

AIA Group Limited and its subsidiaries comprise the largest independent publicly listed pan-Asian life insurance group in the world. It has wholly-owned main operating subsidiaries or branches in 14 markets in Asia Pacific - Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau and Brunei and a 26% joint venture shareholding in India.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It has total assets of US\$115,782 million as of 31 May 2011.

AIA meets the savings and protection needs of individuals by offering a comprehensive suite of products and services including retirement planning, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of more than 230,000 agents and approximately 20,000 employees across Asia Pacific, AIA serves the holders of over 23 million individual policies and over 10 million participating members of group schemes.

AIA is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code '1299' with American Depositary Receipts (Level 1) being traded on the OTC market (ticker symbol: "AAGIY").

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