

Media Release

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Life Insurance Service Professionals Converge. The Association of Service Professionals in Life Insurance (ASPLI) gathered more than 100 service professionals from 16 life insurance companies at a recently held convention. ASPLI aimed to update these professionals on best practices when it comes to providing outstanding customer service.

Philam Life President & CEO Trevor Bull (right) gave the keynote message and emphasized important points in reinforcing customer trust during challenging times: 1) Front liners should undergo excellent and consistent development since they are the face and voice of the Company from a customer's perspective; and 2) Front liners should know and understand consumer needs and always aim to do what it takes to help a customer and fully explain matters to them in understandable terms if providing excellent customer service is to be achieved.

"We at Philam Life believe in 'The Power of We,' the power of people working together to create a better life and a more secure future for Filipinos. As service professionals, let us work together in providing our customers the best service possible." said Mr. Bull.

Also in photo are ASPLI President Lito Gabriel (left) and ASPLI Vice President Kathleen Sorra-Aquino (center) at the ASPLI convention held in Malvar, Batangas.

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About Philam Life



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY
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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 innovative products that provides solutions to various financial needs including income protection, retirement, education, investment, health, personal accident, group life and credit life. With approximately 6,000 agents and over 70 branch offices nationwide, Philam Life has one of the largest distribution networks in the industry.

Philam Life is a member of the AIA Group, a leading life insurance organisation in Asia Pacific.

About AIA Group Limited (AIA)

AIA is one of the pre-eminent and the largest listed life insurance groups in the world with an exclusive focus on the Asia Pacific region. It traces its roots in Asia back more than 90 years. AIA provides individuals 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 more than 300,000 agents and approximately 24,500 employees across 15 geographical markets, AIA serves the customers of over 23 million individual in-force policies and 10 million members of group policies.

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

AIA trades under the stock code '1299' on the Main Board of The Stock Exchange of Hong Kong Limited (HKEx).