



THE PHILIPPINE AMERICAN LIFE AND GENERAL INSURANCE COMPANY
3/F PHILAM LIFE BLDG., UN AVENUE, ERMITA, MANILA
TEL. NO: 528-5029
PHILAMLIFE@AIA.COM

Media Release

Philam Life Introduces 'Growth Invest'

Manila, 02 September 2011 – In an effort to enable Filipinos to capture the growth opportunities in the booming sectors of China equities, Agribusiness, Energy and Gold Mining, Philam Life announced the launch of "Growth Invest", a new investment-linked insurance plan.

Growth Invest is a single-pay, peso-denominated, six-year term investment-linked product with guaranteed life insurance coverage of at least 125% of invested principal. At the end of the sixth year, 80% of invested principal will be returned regardless of market performance.

With the aim to keep its customers abreast of all the latest investment and protection trends and opportunities, Philam Life recently hosted an investor forum "Growing Your Investment Through Diversification". During the event, Mr. Omar T. Cruz, former National Treasurer and EVP & Chief Investment Officer of Philam Life, said: "Emerging Asia is the 'sweet spot' of the global economy right now and will continue to be so in the next several years, and China will take the lead in this growth."

Philam Life continues to expand its product offering and enhance the product features to provide a wider product suites of choices to its customers. The launch of Growth Invest offers a unique opportunity to ride on the fast growing economy in Asia.

"China avoided the recession during the 2008 global financial crisis and will continue to have a positive outlook," he added. "It would be wise for Filipino investors to look into this growth area and take advantage of the opportunities present."

Mr. Cruz shared that China's most recent Q2 2011 GDP was at a strong 9.5%, with the 2011 year-end forecast at 9.6%. Moreover, China's contribution to global GDP growth has increased tremendously in the past 20 years. In the early-1990s, China contributed a moderate 13.6% to global GDP growth, as compared to the US which had a 23% share. However, in 2011, China is forecasted to contribute 25.1% to the global GDP growth while the contribution of the US is expected to go down to 15%. In fact, in 2010, China overtook Japan as the world's second largest economy, and is estimated to overtake the US in 2016 in terms of real GDP, according to the International Monetary Fund (IMF).

Because of China's continuing growth, the country's demand for commodities such as energy, gold, and agriculture will continue to rise even as constant supply for these commodities face challenges.

For agribusiness, with world population projected to reach 9 billion by 2050, the United Nations Food and Agriculture Organization (UN FAO) projects that agricultural production needs to rise by 70% worldwide and 100% in the developing world. Food prices have more than doubled in the past 10 years and are expected to continue to increase.

In terms of energy, the Energy Information Administration (EIA) expects future global energy demand to increase even though the International Energy Agency (IEA) sees oil prices increasing by 30% over the next 3 years. Despite significant growth of renewables and improvements in energy efficiency, more than half of the world's demand will still be met by oil and natural gas in the future due to surging demand and limited supply. Moreover, China is the world's largest user of energy, consuming 4x more now than the previous decade. With their continued growth, China is expected to consume more energy in the future.

On the other hand, gold is still widely considered as the most credible investment alternative during times of uncertainty. Interestingly, China and India, both who are part of "Emerging Markets Asia," are the world's top two largest consumers of gold, and their consumption is only seen to increase in the future.

"With the growth of China and its positive impact on the consumption of agricultural products, energy, and gold, it would be a good opportunity for Filipino to invest in these booming sectors," said Mr. Anthony Bernabe, Philam Life's Vice President for Product Category Management.

Growth Invest is only available until September 16, 2011 through Philam Life financial advisors.

For inquiries, you may call Philam Life's customer hotline at (02) 528-2000, or visit any of Philam Life's branch offices nationwide. You may also visit www.philamlife.com for more details.

- End -

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").

Media Contact

Dandee D. Adapon

Tel. No. (02) 528-5035

Dandee-D.Adapon@aia.com