



## Media Release

### **Philam Life's "LifeSave" Helps Prepare for Treatment of Critical Illnesses**

"Life was beautiful," shares Connie Dizon, a happy, energetic woman who ran a small business with her brother and took good care of her mother. "Until one day I was told I had cancer."

Suddenly, all plans were put on hold. For Connie, her first concern wasn't for her own well-being nor was it for the business. Rather, it was for her family's welfare.

Being diagnosed with cancer is a harsh and painful reality. The emotional anguish can be overwhelming coupled with the physical strain of what the body has to go through. More than just the individual, cancer also affects the lives of their families and loved ones as well.

According to statistics collected by the Philippine Red Crescent Societies, cancer is the 3<sup>rd</sup> leading cause of death in the Philippines. In 2010, the death rate in the Philippines was estimated at 5 deaths per 1,000 of the population, with breast cancer having the highest incidence among women and lung cancer for men.

Along with the emotional pain, mental turmoil, and physical challenges that come with the diagnosis of cancer is the reality that treatment takes a financial toll. At the very least, it takes around P600,000 to cover for medical expenses related to surgery, doctor's fees, medicine, hospitalization, and chemotherapy. These just cover the first few months of treatment upon initial diagnosis.

Besides the emotional strain of having to deal with critical illness, an average cancer patient has to worry about finding the proper resources to settle the medical bills. Most patients take one of the following unseemly options: a) ask for charity; b) deplete life savings; c) sell their possessions; d) borrow and increase the family's debt; e) lower the family's standard of living. Another option is to plan ahead for these uncertainties --- but how?

Buti na lang, there's LifeSave.



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

Philam Life's LifeSave is a 10-year life insurance-and-health plan-in-one that provides comprehensive protection, especially against critical illness. The unique benefit of LifeSave is that pays out or advances 100% of the life insurance coverage in case you are diagnosed with any of the 34 pre-identified critical illnesses, including cancer, stroke, heart attack, kidney failure, and liver cirrhosis. Cash proceeds can be used to pay for any treatment, medication, diagnostic tests, therapy, or medical consultation needed to address any illness.

Moreover, LifeSave has a money-back guarantee where 50% of the total premiums paid will be returned to you if no illness claims have been made at the end of the 10-year period.

LifeSave comes in three variants --- Silver, Gold, and Platinum that cater to various protection needs. LifeSave Platinum offers the most comprehensive coverage as it also includes hospitalization benefits and additional benefits in case of accidents,

For as low as only P1,100 a month, payable over 5 years, Life Save gives its clients the peace of mind that comes with knowing that their family is protected from the financial stress caused by these unforeseen events.

"Buti na lang I had a Philam Life policy," concludes Connie, who now proudly calls herself a cancer survivor. "I didn't have to worry about my hospital bills. I just concentrated on getting better."

To find out more about LifeSave, 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](http://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.



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

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