



**The Philippine American Life and  
General Insurance Company**

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## MEDIA RELEASE

### **Philam Life marks 67<sup>th</sup> year as the country's most trusted life insurer**

Philam Life, the country's premier life insurance company, was established to help with the recovery during the post-war era in the Philippines 67 years ago. For more than six decades, Philam Life maintains its leadership as the country's most trusted life insurance company, providing the right advice and the right plan to empower generations of Filipinos to achieve financial security and prosperity.

Philam Life consistently fulfills its promises to customers from generation to generation, as it has released over Php100 billion worth of benefits from 1950 to 2013, and over Php7.5 billion in education benefits paid out from 2004 to 2013.

As a result, Filipino consumers have been loyal to the brand, voting Philam Life as the country's most trusted brand in life insurance in the 2014 Reader's Digest Most Trusted Brand Awards. This year, the premier life insurer received its 10<sup>th</sup> consecutive Platinum Brand Awards in the Life Insurance category from Reader's Digest, making it the only financial institution in Asia to receive 10 Platinum Trusted Brand Awards from Reader's Digest.

Furthermore, with its track record and earned trust from the Filipino market, Philam Life maintains its leadership, with total premium income that grew by 31 percent to Php 20 billion in 2013, based on the May 2014 report of the Insurance Commission.

Recognizing the major contribution of its people to its proven track record of success, Philam Life marks its 67<sup>th</sup> anniversary in June this year by putting once more the spotlight on the country's most valuable asset.

Philam Life recognizes that its employees have contributed much to its success. They have consistently shown 'malasakit' (care) and 'kusang-loob' (initiative) to the company and to its clients, treating the company as their own family.

Thus, a big part of its recent anniversary celebration has been about recognizing the performance and loyalty of Philam Life employees through the company's service awards. An employee recognition program was held at the SMX Convention Center at Bonifacio Global City to celebrate the milestones of 10, 15 and 20 year service awardees. A fellowship program was also held to thank the retirees and acknowledge the 25, 30 and 35 service awardees. This was held at the Nurture Spa in Tagaytay and the Makati Shangri-la Hotel.

Indeed, with the company's over 10,000 hardworking and dedicated Financial Advisors and Agency Leaders, Philam Life continues to provide real life solutions to help clients turn their struggles into success, fears into peace of mind and dreams into reality.

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### About Philam Life

The Philippine American Life and General Insurance Company (Philam Life) is the country's premier life insurance company. Established on June 21, 1947, 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 is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

### About AIA

AIA Group Limited and its subsidiaries (collectively "AIA" or "the Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

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 had total assets of US\$147 billion as of 30 November 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including life insurance, accidental and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 28 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited 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) traded on the over-the-counter market (ticker symbol: "AAGIY").

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