



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

15F - 18F Philam Life Head Office
Net Lima Building, 5th Avenue cor. 26th Street
Bonifacio Global City, Taguig 1634
Philippines
T: (632) 521 6300 / (632) 526 9200
E: philamlife@aia.com
W: philamlife.com

Customer Hotline: (632) 528 2000

MEDIA RELEASE



Philam Life receives 10th consecutive Platinum Trusted Brand award from Reader's Digest

Once more, Philam Life proved to be Filipinos' most valued and trusted brand of life insurance as it received its 10th consecutive Platinum award in the recently held Reader's Digest 2014 Trusted Brand Awards Philippines. Given to brands that performed exceptionally, winning their category with a score that vastly outpolled their nearest competitor in terms of trustworthiness, credibility, quality, value, understanding consumers' needs, innovation and social responsibility, the Platinum Trusted Brand for life insurance distinction has been won by Philam Life since 2004.

Philam Life is part of the AIA Group Limited (AIA), The Real Life Company, and Asia Pacific's largest independent publicly listed life insurance group. AIA also won in other countries. It was awarded the Platinum Trusted Brand award in Hong Kong, and Gold Trusted Brand awards in Singapore and Malaysia, making AIA the Reader's Digest 2014 Trusted Brand Awards' overall winner in Asia.

Receiving the plaque for Philam Life from Reader's Digest Asia Pacific Editor-in-Chief Sue Carney (leftmost) and Group Advertising Director Sheron White are (2nd and 3rd from left) Pamela Magallon, Philam Life Corporate PR Officer, and Aissa Ang, Philam Life Corporate Communications and PR Head.

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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").

Media Contact:

Aissa Marie D. Ang

Head of Corporate Communications and PR
Philam Life
Tel no. +63(2) 521 6300 loc. 2665
Mobile no. +63(917) 5650173
Email: Aissa-D.Ang@aia.com

Pamela Yap Magallon

Corporate Public Relations Officer
Philam Life
Tel no. +63(2) 521 6300 loc. 2658
Mobile no. +63(905) 2768130
Email: Pamela-Y.Magallon@aia.com

Millet D. Liberato

Media Relations Director
DDB PR
Tel no. +63(2) 856 7888 loc.701
Mobile no. +63(939) 9041226
Email: mdliberato@ddbphil.com

Gene Paulo H. Bautista

Media Relations Manager
DDB PR
Tel no. +63(2) 856 7888 loc. 128
Mobile no. +63(998) 9761418
Email: ghbautista@ddbphil.com