



**HEALTHIER, LONGER,
BETTER LIVES**

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PRESS RELEASE

AIA PHILIPPINES PARTNERS WITH CORAZON S. ATAYDE MEMORIAL FOUNDATION TO BRING HEALTHIER HABITS TO PHILIPPINE SCHOOLS



Caption: AIA Philippines' Chief Marketing Officer Melissa Henson (left) and Corazon S. Atayde Memorial Foundation (CSAFM) Executive Director Margarita Atayde (right) sign a partnership agreement for the AIA Healthiest Schools program.

MANILA, PHILIPPINES; 17 July 2024 – AIA Philippines, formerly Philam Life, and one of the country's largest life insurance companies, has partnered with Corazon S. Atayde Memorial Foundation (CSAFM) to bring the AIA Healthiest Schools program to underserved elementary and secondary public schools. This program, which AIA brings to the Philippines after successful launches in other countries such as Hong Kong, Malaysia, Indonesia, and Australia, aims to empower five to 16 year old students and their teachers to adopt healthier living habits.



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AIA Healthiest Schools offers free curriculum-linked teaching resources to schools, with the goal of educating students about healthy habits and assisting schools and communities in creating a healthier and happier environment. It is structured around four key pillars: healthy eating; active lifestyle; mental well-being; and health and sustainability.

In its first year, AIA Philippines will introduce AIA Healthiest Schools in three public elementary schools and three public high schools. The program extends beyond the classroom, encouraging participating schools to develop and implement impactful health projects within their communities. These projects will be showcased in a regional competition in July 2025, where schools will have the opportunity to compete with schools from other countries where AIA is present.

"We believe that taking a proactive role in building healthy habits among the youth is one of the best ways we can to bring to life our Purpose of helping people live Healthier, Longer Better Lives," said Melissa Henson, AIA Philippines Chief Marketing Officer. "By collaborating with CSAMF and public schools nationwide, we are not only empowering students to adopt healthier habits, but also creating opportunities for communities to develop a lasting appreciation for well-being."

CSAMF is a non-profit organization that seeks to provide reliable, responsible, and trustworthy avenues of generosity by developing and implementing programs focused on education. It has reached 54,043 learners across the country and worked with almost 1,000 community coordinators and volunteers.

AIA Healthiest Schools directly aligns with AIA's ambitious One Billion Goal, which aims to engage, inspire, and empower one billion people worldwide to live healthier, longer, better lives. Through this program, AIA Philippines is taking a significant step towards creating a healthier and more vibrant future for young Filipinos.

Click [here](#) for more information about AIA Philippines, or [here](#) to visit the AIA Philippines Facebook page, email customerservice.ph@aia.com or call (02) 8528-2000 to know more.

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About AIA Philippines

AIA Philippines (AIA Philippines Life and General Insurance Company, Inc.) is one of the country's largest life insurance companies. Originally established on 21 June 1947 as Philam Life (The Philippine American Life and General Insurance Company), AIA Philippines has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises. Today, AIA Philippines is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group, which operates in 18 markets across the Asia-Pacific region.

AIA Philippines has PHP266.75 billion in total assets¹ and PHP72.54 billion in net worth¹ as of 31 December 2023 while serving nearly

¹ Based on the 2023 annual accounts Securities and Exchange Commission (SEC) filing.



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1,200,000 individual policyholders and almost 1,000,000 insured group members.

Based on the Insurance Commission results as of 31 December 2023, the combined total premium income of AIA Philippines and BPI AIA was at PHP27.93 billion.

AIA Philippines understands the needs of its customers and provides holistic solutions that include life protection, health insurance, savings, education, retirement, investment, group, and credit life insurance. Its subsidiaries include BPI AIA Life Assurance Corporation (formerly BPI-Philam Life Assurance Corporation), its bancassurance arm; AIA Investment Management and Trust Corporation Philippines, its trust company managing its local funds; and MediCard Philippines, its wholly-owned health maintenance organization (HMO) company.

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 a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR², Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR³, and a 49 per cent joint venture in India. In addition, AIA has a 24.99 per cent shareholding in China Post Life Insurance Co., Ltd.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$286 billion as of 31 December 2023.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident 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, partners and employees across Asia, AIA serves the holders of more than 42 million individual policies and over 18 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 codes "1299" for HKD counter and "81299" for RMB counter with American Depositary Receipts (Level 1) traded on the over-the-counter market under the ticker symbol "AAGIY".

² Hong Kong SAR refers to the Hong Kong Special Administrative Region.

³ Macau SAR refers to the Macau Special Administrative Region.