



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

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MEDIA RELEASE

New survey reveals Filipinos' major health behavior and concerns *Good family relationship is key driver of healthy living*

Manila, Philippines (February 21, 2014) – Filipinos are highly aware of their health status but are less proactive about improving it.

This is according to a recent study conducted by AIA, the largest independently-publicly listed pan-Asian life insurance group, called the Healthy Living Index (HLI). HLI was conducted in 15 AIA markets in Asia including the Philippines.

The study revealed a case of high intent but low action. While 75 percent admit that they think their health is not as good as it was five years ago, the respondents also admitted that they are not doing enough exercise, getting enough sleep, eating a healthier diet and going for regular medical check-ups.

“The HLI is important for AIA because this kind of information is vital for us in developing products that meet the unique health needs of our market,” Jessica Abaya, Head of Marketing at Philam Life, said. Philam Life is a member of the AIA group.

Regional landscape

According to the HLI, Filipinos are “relatively happier with their health” at an average of 7.9 rating versus the regional average of 7 in a scale of one to 10. When it comes to health concerns, Filipinos have more or less the same concerns as their Asian counterparts especially in areas such as top diseases, food safety, obesity, sleep gap, regular exercise, and ways to destress.

In the Philippines, 98 percent of Filipinos consider good family relationship as the top driver of healthy living, while in the region, sufficient sleep and a happy frame of mind are foremost.

Another notable difference from regional counterparts was seen in the area of weight loss, wherein only 32 percent of the respondents expressed desire to lose weight versus the regional rate at 53 percent.



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Key findings

The HLI noted that the prevalent use of Internet, mobile gadgets and social media are among the new threats to living a healthy life because it contributes to lack of sleep and exercise, and poor posture. Ironically, Internet addiction in the Philippines is lower at 39 percent compared to the region at 55 percent.

Only 53 percent of the respondents have undergone a medical check-up in the past 12 months, although 89 percent would want to do it more often but are hindered by steep costs.

For dealing with stress, Filipinos prefer watching TV/movies (60 percent), spending time with family and children (40 percent), hanging out with friends (25 percent), exercising or playing a sport (21 percent), eating/snacking (17 percent), playing computer/mobile games and getting a massage (both at 16 percent).

The study also pinpointed the top four health issues that Filipinos are most concerned about: cancer (51 percent), heart attack/disease (45 percent), diabetes (38 percent) and respiratory illness (20 percent). Those aged 45 and above have expressed more concern about diabetes while the younger group (under 30) registered most concern for respiratory illnesses.

Investing in Health

According to Abaya, the study reveals that while 66 percent of Filipino respondents believe that having insurance coverage for both self and family is part of healthy living, only 44 percent actually have insurance coverage.

“Awareness is a good sign,” she said. “But we need follow through. I think what we can tell based on the HLI results is that Filipinos are making themselves too prone to health problems by not being as conscious as they should be about their health habits. Ironically, this can also translate to emotional and financial strains on their families.”

Abaya added that the HLI results “open a lot of opportunities for Philam Life to educate and prepare Filipinos regarding real life health issues.”



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The country's premier life insurer recently launched Health Invest—a unit-linked health and life insurance plan which is the “ideal supplement to existing HMO and Philhealth coverage.”

Abaya said, “Health Invest is really rooted in Philam Life’s deep understanding of Filipinos’ health concerns, behaviors and needs. We’re confident that, with the comprehensive features in this product, we can help improve Filipinos’ confidence in their state of health by planning for life’s health realities.”

For more information about Health Invest and the HLI results, log on to www.philamlife.com.

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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 31 May 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, 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 agents and employees across Asia-Pacific, AIA serves the holders of more than 27 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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