



## The Philippine American Life and General Insurance Company

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## MEDIA RELEASE



**Top-performing Philam Life advisors get premium perks.** Philam Life recently recognized around 400 top-performing financial advisors with exclusive travel privileges in the Annual Premier Agency Awards held at Sofitel Manila. The life insurer is looking at beefing up its roster of financial advisors to 15,000 by end of the year. The Annual Premier Agency Awardees were recognized by the company's top executives headed by Rex Mendoza - president and chief executive officer (extreme right), Jay Ledesma – chief agency officer (2nd from left), agency of the year awardees, Inday Salientes and Bonnie Gonzales – agency leaders of Salientes, Gonzales & Associates (3rd and 4th from left), and Terry Cummings, Regional Business Development Director of AIA Group.



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## Top Philam Life financial advisors receive premium incentives

Manila, Philippines (March 7, 2014) – Premier life insurer Philam Life shows why it continues to be home to the Philippines' largest agency force with the widest reach nationwide.

The company recently awarded its top-performing financial advisors with exclusive travel privileges in the Annual Premier Agency Awards held at Sofitel Manila.

According to Jay Ledesma, Philam Life chief agency officer, the life insurer “always goes all out” when it comes to recognizing and rewarding the hard work of its financial advisors.

“We recognize the invaluable role that our financial advisors play in driving the business,” she added. “All throughout the year, our advisors get incentives for hitting and exceeding their targets. This year, our top performers are headed for various luxury destinations like Kuala Lumpur, Phuket, Toronto and Berlin as part of a well-deserved incentive package.”

For 2014, Philam Life has 234 Million Dollar Round Table (MDRT) qualifiers—including four in the Top of the Table (TOT) category, and 16 Court of the Table (COT) awardees.

MDRT is an international and independent trade association composed of more than 38,000 of the world's leading life insurance and financial service professionals. Founded in 1927, it currently has members from over 450 companies in 74 countries. MDRT members adhere to strict ethical conduct and high professional standards, and membership, according to its website, is “recognized internationally as the standard of excellence in the life insurance and financial service business.”

To qualify for COT, MDRT members must earn thrice the base production requirement, while TOT members are required to earn six times more to make the cut.

### ***Premier agency***

For 2014, agency evolution is a key priority for Philam Life, which is eyeing to beef up its agency force to 15,000 from 8,900 in 2013.

“Strengthening and upgrading the tools and skills of our financial advisors are major initiatives for Philam Life this year,” Rex Mendoza, Philam Life chief executive officer said. “We are focused on building the best-in-class and best-in-scale distribution network. It’s a critical element of Philam Life’s organizational transformation.”



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As part of this initiative, all Philam Life financial advisors are set to get their own iPad units configured with the iPoS—interactive point of sale—system which allows potential policy holders to secure a tailor-fit life insurance plan in one sitting using the financial advisor’s iPad.

***The Philam touch***

Ledesma noted that Philam Life financial advisors, who undergo intensive and extensive series of trainings, are known for their down-to-earth and yet professional approach to financial planning rooted in the company’s popular tagline, Usap tayo.

“That’s our unique way in,” the agency chief said. “It’s not just a catchphrase. It’s a philosophy grounded on our vision of helping more Filipinos make their plans happen through our financial expertise.”

Ledesma said that Philam Life’s recruitment process is geared towards quality and not just quantity. “The key challenge for us is to find the financial advisor who is committed to making plans happen,” she furthered. “With the processes, standards and competitive compensation packages we have in place, we are confident that we are on the right track, and that Philam Life will continue to be a premier and preferred agency by advisors and clients alike.”

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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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