



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

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MEDIA RELEASE

Philam Life registers record performance in 2013

Philam Life has strengthened its position in last year's Insurance Commission (IC) Tentative Industry Rankings based on the 2013 Submitted Annual Statements.

According to the report released May 2014 by the Insurance Commission, Philam grew 31% with total premium income of P20 Billion.

Single premium and unit-linked products drive the life insurance industry.

"The revenue increase is a good sign that the market is now seeing the value and benefits of securing life insurance products," said Philam Life President and CEO Rex Ma. A. Mendoza. "This goes right in line with our mission of empowering Filipinos to achieve financial security and prosperity."

Philam Life, the country's premier life insurance company, delivered significant revenue growth last year through an enhanced agency network, strengthened bancassurance channel (BPI-Philam), a complete portfolio of unit-linked products, and upgraded facilities for best-in-class customer service.

In 2013, Philam Life introduced technology-based sales tools such as the iPoS, which allows customers to apply for life insurance in one sitting with their trusted financial advisor. To make financial planning easy, fast, and convenient for its customers, Philam Life also rolled out enhancements in several customer touch points. Customer service centres were transformed in Baguio, Binondo, Dasmariñas, Santiago, Iloilo, Caloocan, and Manila Bay, featuring a VIP lounge, modern interiors, and personalized, one-stop policy servicing.

With the shift to unit-linked products, Philam Life introduced new products – Family Provider, a life protection plan that does not require a lifetime to pay for, and MoneyWorks, a savings and life insurance plan that invests savings in expertly managed funds that give higher returns than bank deposits over time. Philam Life has also launched Health Invest, a health and life insurance plan that provides financial protection from serious sickness, accidents or loss of life. It also lets you build a fund for your future health care needs, and it can be payable in as short as 3, 5, 7, or 10 years.

Philam Life continues to keep promises to customers from generation to generation, as it has released over P100 Billion worth of benefits from 1950 to 2013, and over P7.5 Billion in education benefits paid out from 2004 to 2013. The company is also the only financial institution in Asia to receive 10 Platinum Trusted Brand Awards from Reader's Digest. The awards were based on consumer surveys measuring trustworthiness, credible image, quality, value, understanding of customer needs and innovation.



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The company is a proud member of the AIA Group Limited (AIA), the largest independent publicly listed pan-Asian life insurance group with presence in 17 geographical areas across Asia Pacific, with 27 million customers, and over 90 years of history in the region. As part of the AIA Group, Philam Life bested 16 other markets where AIA operates when it won the AIA Premier League Gold Cup and the AIA Champions League Gold Cup in 2013. The achievement validates its success in 2013 in terms of achieving growth targets, especially in new business and annualized premiums. The awards also recognize Philam Life's focus on continually improving the quality of the company's business.

Philam Life is also committed to become The Real Life Company that is genuinely engaged in real people's lives through meaningful dialogue, and empowers them to achieve financial security and prosperity by providing solutions and plans that turn their real-life struggles into success.

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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.



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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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