

## MEDIA RELEASE



Philam Life Chief Marketing Officer Jaime Jose Javier, Jr. accepted the Reader's Digest Most Trusted Brand Award on behalf of Philam Life at the ceremony held inside the Marco Polo Hotel, in Ortigas, Pasig

### **Philam Life Bags 11<sup>th</sup> Platinum Trusted Brand Award in Insurance**

In this modern age, the internet has made the world accessible to citizens across the world in a way that was inconceivable before. With a quick click of a button, consumers have a limitless selection of products and services to choose from that can be delivered at their very own doorstep.

With all these choices, it is only natural that people choose the best and most trustworthy brands. The true test of a brand's commitment to their promise of excellence is customer satisfaction and preference.

In a recent survey, consumers were asked to rate brands in the insurance category based on attributes such as trustworthiness, quality, value, and understanding of consumer needs. Philam Life came out with the most votes, vastly outpolling its closest competitor. With this, Philam Life bagged the prestigious Platinum Trusted Brand award in insurance by Reader's Digest Asia.



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

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This award has been given for the past 17 years to brands that stand out in 42 categories and received the most votes from Reader's Digest subscribers and randomly-pollled people.

Philam Life CMO Jaime Jose Javier, Jr. accepted the award on behalf of Philam Life, at the ceremony which was held inside the Marco Polo Hotel, in Ortigas, Pasig.

"We are very proud to have achieved this. It's our 11<sup>th</sup> time winning the Platinum award. I want to thank our customers for their continued trust in Philam Life in providing real life solutions for their real life needs- whether it be for protection, health, education, savings, or retirement. " said Javier.

Department of Trade and Industry (DTI) Undersecretary for Consumer Protection Group (CPG) Victorio Dimagiba was the keynote speaker, while Reader's Digest Advertising Director for Asia Pacific, Sheron White handed out the awards.

"We remain committed to our promise to secure the future of our customers so they can enjoy every moment of their lives today." Javier concluded.

To find out more about Philam Life's products and services, call 528-2000 or visit <http://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 has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises.

Philam Life has P226.8 billion in total assets as of December 31, 2014 and has delivered timely pay outs of over P9 billion in education benefits (2004-2014) and over P118 billion in insurance benefits (1950-2014), while serving over 600,000 individual policyholders and over 1,700,000 insured group members.

Philam Life understands the real-life needs of its customers and provides the right plans and the right solutions including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance. It also offers bancassurance and fund management products and services through its subsidiaries—BPI Philam Life Assurance Company (BPI-Philam) and Philam Asset Management Inc. (PAMI).

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\$167 billion as of 30 November 2014.



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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-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").