

MEDIA RELEASE



From left to right: Philam Life Chief Marketing Officer Jaime Jose Javier, Jr., Philam Foundation, Inc. President Max G. Ventura, Philam Life Chief Executive Officer Estelito G. Madrid ,Jr. with Philippine Football Federation President Mariano Araneta and General Secretary Ed Gastanes

Philam Life and PFF Kick Off New Beginnings For Yolanda Survivors

Forming a partnership that looks toward nation building, education, and sports, the Philam Life and Philippine Football Federation (PFF) are working hand-in-hand to reconstruct schools affected by one of the country's most disastrous storms on record, Typhoon Yolanda.

To help rebuild the educational institutions of Samar, Leyte, and Iloilo, the Philippine Football Federation will dedicate USD 250,000 to build at least 11 new classrooms under the Philam Paaralan program of Philam Foundation Inc., the corporate social responsibility arm of Philam Life.



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Among the schools benefiting from this charitable team-up are Dolores National High School and San Julian Elementary School of Eastern Samar; Alang-Alang Central Elementary School and the Dulag SPED Center of Leyte; and Carlo Lopez National High School of Iloilo.

Aside from their projects which focus on rehabilitation and reconstruction, the PFF and Philam Life also recognize the value of community and teamwork. They are currently organizing the first ever PFF-Philam Life Football Festival to celebrate the irrepressible spirits of those who kept going despite incredible adversity.

The PFF-Philam Life Football Festival aims to develop local provincial football associations in select provinces. These associations will then host football tournaments for teams composed of children aged six to 12 years.

Its goal is to help promote and upgrade grassroots and youth football competitions in the country, and to encourage greater awareness and appreciation for the sport.

This generosity matchup between Philam Life and the PFF will help Filipinos, especially those facing adversity, score a healthier lifestyle and a happier disposition.

For more details, please visit 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.

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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 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 representative offices in Myanmar and Cambodia.



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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.

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.

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