

## MEDIA RELEASE

### **Pinoy Innovator gets AIA Accelerated**

It takes more than just capital to take a big idea and make it more than just a thought playing around in someone's head. To turn a dream into reality, to produce something tangible takes imagination, it takes courage, and most of all it needs a dedicated group of people working hand-in-hand. It also doesn't hurt to get a few tips from professionals, and people who have followed a similar path.

AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group and the parent company of Philam Life, is helping the next big healthcare ideas get pushed out and created for the world to see, through the AIA Accelerator programme, in partnership with Nest, a leading Hong Kong-based full-service innovation accelerator platform.

The mission of AIA Accelerator programme is to transform healthcare through innovation. The programme fostered eight start-ups over 12 weeks and connected them with over 40 industry mentors and potential investors.

Angelo Umali, a Filipino electrical engineer graduate from Stanford and UCLA, is one of the programme participants. As founder of Simple Wearables, Angelo and his team developed a wearable device called the Simple Wave, designed for the elderly and at-risk individuals. The Simple Wave automatically detects a fall and connects the user with a designated emergency contact through its built in phone. It analyses the user's behaviour and adapts to them and it has a unique design that is user friendly and fashionable.

Angelo was inspired to create the device after worrying about the well-being of his grandmother who lives in the Philippines. He wanted his family to be notified immediately if she were to collapse for any reason or need any help, so he and his team designed the Simple Wave with the goal of giving peace-of-mind to people like him who worry about their elderly or disabled loved ones.

"I envision Simple Wave to go a long way as a platform in protecting the elderly and giving peace of mind to family members. I am thankful to AIA for helping us along the way," said Angelo Umali.

"We are proud that a fellow Filipino is at the forefront of developing innovative medical technology with the support from our parent company, AIA Group. Philam Life mirrors this initiative by developing innovative healthcare solutions that address the real life needs of our customers," said Jaime Jose Javier, Jr., Chief Marketing Officer of Philam Life, AIA's local operating arm in the Philippines.



## The Philippine American Life and General Insurance Company

15F - 18F Philam Life Head Office  
Net Lima Building, 5th Avenue cor. 26th Street  
Bonifacio Global City, Taguig 1634  
Philippines  
T: (632) 521 6300 / (632) 526 9200  
E: [philamlife@aia.com](mailto:philamlife@aia.com)  
W: [philamlife.com](http://philamlife.com)

Customer Hotline: (632) 528 2000

“Healthcare and protection need not be complicated. Something as simple as acquiring an insurance plan like Health Invest Plus, financially taking care of yourself or using devices like

Simple Wave allow us to be prepared for the worst. We want customers to feel secured knowing that their loved ones can receive the crucial life-saving care at the first sign of an emergency,” said Javier.

To learn more about the AIA Accelerator program and Simple Wearables, please visit [www.aia-accelerator.com](http://www.aia-accelerator.com) and [www.simplewearables.com](http://www.simplewearables.com). To learn more about Philam Life’s Health Invest Plus, please visit [www.philamlife.com](http://www.philamlife.com)

# # #

### 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 close to 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 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.

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\$172 billion as of 31 May 2015.

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 29 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”).