

## MEDIA RELEASE

### The Real Life Passions of Generation-Y



Having the right balance between career and lifestyle can be challenging for many people, but for Philam Life Financial Advisors, it is possible to work at their own pace, and enjoy the perks of the career, which allows them to get as much out of the job as they put into it.

In a power-packed launch party event, dubbed as, “Ignite! The Real Party Never Stops,” Philam Life launched its new Next Generation campaign that celebrates the successes of young Financial Advisors, who take pride in having chosen a career that supports and complements their individual passions. They officially unveiled its Next Generation video, its maiden issue of Ignite! Magazine, and an exclusive first look at an up and coming new and exciting online community.

Here, Philam Life featured 13 young, passionate Next Generation Champions who have discovered how it is to take charge of a successful career while doing the things they love.



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Among them was Aileen Palmes, who felt fulfilled in ruling her world. Her love for ballet taught her what it truly means to love what she does and she applies it now with her passion for her career. Another featured Champion was Timothie Sy, who developed a winning mindset, attitude and discipline from his training as a Financial Advisor. He takes this with him wherever he may be in the world and in whatever situation he may find himself in. Aileen and Timothie, together with the rest of the Champions, walked down the catwalk as styled by celebrity stylist Carla Villanueva and presented by the very talented host Joyce Pring.

Speaking at the party event was Philam Life CEO Axel Bromley who recognized the amazing power of the Next Generation and reaffirmed that being a Philam Life Financial Advisor fits the lifestyle of this young and driven generation. "I admire how millennials are finding their place in Philam Life as Financial Advisors. Philam Life provides them an opportunity to 'work to live' rather than 'live to work,' while enabling them to pursue their real life passions," he enthused.

Bromley explained that being a Philam Life Financial Advisor means more than just a career. "It's a way of life that allows members of the Next Generation to ignite their passion and achieve their dreams while changing lives and making real life plans happen."

"Ignite!" was held at Valkyrie, one of the most popular clubs in the metro, where the crowd danced to the music of Club Master DJ Euric, and enjoyed unforgettable moments captured by hotshot photographer Inez Moro.

To discover exciting opportunities in Philam Life, please call (02) 526-9456.

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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 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.

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").