

MEDIA RELEASE

Philam Life Marks Chinese New Year with New Customer Service Center Inauguration in Greenhills



(From L-R) Philam Life Chief Agency Officer Anagel Ledesma, Zone Head for Metro Manila Leonardo Tan, Chief Executive Officer Axel Bromley, District Manager Lourdes Del Mundo and Chief Life Operations Officer Richard Bracken

Following last year's transformation of over thirty offices, Philam Life continues to revolutionize its facilities with the aim of making services simpler, faster, and easier for customers. As part of welcoming the Year of the Fire Monkey, Philam Life recently inaugurated its modernized Customer Service Center located in Greenhills, San Juan City.

This is the first newly-transformed office to open this 2016. It has modern interiors and state-of-the-art facilities, which demonstrate the company's premier status. Aside from servicing the customer's regular transactions, the branch also gives customers access to expert financial advice through Philam Life Premier Financial Advisors who can help them achieve their financial goals.



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

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Present during the office blessing and ribbon-cutting ceremonies were Philam Life CEO Axel Bromley, Philam Life Chief Life Operations Officer Richard Bracken, Chief Agency Officer Anagel “Jay” Ledesma, District Manager Lourdes Del Mundo, and Zone Head for Metro Manila Leonardo Tan.

Also part of the inauguration is the formal unveiling of the marker at the agency office of Del Mundo Associates. The marker contains the names of the top performing advisors and leaders of the said agency. District Manager Lourdes Del Mundo led the unveiling and also gave an inspirational message on how service and excellence go hand in hand.

To complete the festivities, the traditional eye-dotting ceremony was held along with a Lion and Dragon Dance.

“The opening of our Greenhills Customer Service Center is just the beginning of our journey to provide premier servicing in world class facilities to all our valued clients and to a key agency partner, the Del Mundo Associates. Philam Life is well positioned for more growth as we work together to make the Year of the Fire Monkey an auspicious year for our customers and all our stakeholders,” said Philam Life CEO Axel Bromley.

The opening of the new Greenhills office is part of Philam Life’s strategy to improve the customer service experience at its branches. The modernized Philam Life Customer Service Center is located at 101-102 ALCCO Building, Ortigas Ave.

For more information 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 21 June 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 PHP226.8 billion in total assets as of 31 December 2014 and has delivered timely payouts of over PHP9 billion in education benefits (2004-2014) and over PHP118 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.



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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”).