



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

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MEDIA RELEASE

Philam Life swings higher in the Year of the Fire Monkey

Philam Life celebrated the year of the Fire Monkey at the heart of the Filipino-Chinese Community in Binondo, Manila where employees, agency leaders, advisors, and customers gathered at the Philam Life office on Quintin Paredes Street.

“Philam Life celebrates the Chinese New Year as a gesture of solidarity and respect to this important tradition among the Filipino-Chinese community,” says Axel Bromley, Philam Life CEO.

In his welcome message, Bromley expressed Philam Life’s deep affiliation with the Filipino-Chinese since its parent company, AIA, was established in Shanghai, China over 90 years ago. This continuously inspires Philam Life to carry on the legacy of delivering innovative products and services to the Filipino-Chinese community and to all Filipinos.

As the New Year offers more room for bigger growth, Mr. Bromley highlighted the company’s achievements for the past year and reiterated the company’s commitment to provide customers with the right plans and the right solutions to enable them to achieve their dreams.

This 2016, Philam Life will build its Premier Agency through leader development and quality recruitment to grow MDRTs; beef up its bancassurance channels through BPI-Philam and AIA Citi; offer a complete suite of financial solutions ranging from protection, health, education, savings, investment and retirement to meet the real life needs of our customers; make services simpler and faster for customers through multiple payment facilities, e-billing, and other innovations; and embark on office transformation to level up customer services through modern office facilities.

Part of the day’s event was the traditional eye-dotting ceremony, which cleanses and provides good luck in the area where the dragons and lions are awakened. Philam Life CEO Axel Bromley and Philam Life Chief Agency Officer Jay Ledesma led the eye-dotting ceremony and were joined by Philam Life agency leaders.

“The year 2015 has been a remarkable year for Philam Life,” said Mr. Bromley. “We are even more excited for 2016. We are confident that with our robust and innovative plans, Philam Life is well positioned for more growth to make the Year of the Monkey an auspicious year for our customers and all our stakeholders,” he enthused.

For more information about Philam Life, log on to 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.

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").