



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

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MEDIA RELEASE

Genesis by Philam Life Ushers in a New Era for Financial Advisors



In today's dynamic, fast-paced and technologically-advanced environment, the only way to succeed is to embrace change and to constantly refine our skill-sets. While this notion is true for every profession, it is particularly evident among financial advisors.

Becoming a financial advisor is mainly self-driven where one's growth, income potential and achievements are virtually unlimited depending on one's own diligence and performance. More than the potential success from this career, there lies a mission of protecting lives and dreams amidst life's uncertainties. Because of this, more and more highly productive individuals from various fields are choosing to make a switch in their careers and take this winning and noble career path.

Learning the ropes of the life insurance sector and the way to conduct financial planning is remarkably easier now for those who want to become financial advisors with the entry of Genesis by Philam Life. Inspired by its mother company, AIA Group, Ltd., Genesis by Philam Life is the first of its kind, espousing a culture of high standard geared towards reinventing the Financial Advisor Practice across the Philippine insurance industry.



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Built in a state-of-the-art facility in the heart of Makati's business district, Genesis by Philam Life has three main components: The Farm, The Hive and The Nest. Each of these sections are designed to empower new Financial Advisors to become highly productive, collaborative, dynamic, tech-savvy, and to have a good understanding of their clients' needs. This aims to fast-track their progress to become premier agency leaders and elite members of the global Million Dollar Round Table club.

The Farm is where Financial Advisors are equipped with a structured development program that provides them not only with relevant business knowledge and financial planning skills through Real Life training, but instills in them the mission of empowering Filipinos to reach their financial goals.

The Hive is a modern work space for individual and group collaborations, whether online or offline, with the latest software, technological tools and sales support throughout every stage of performing their function and achieving productivity.

The Nest is an engaging environment where Financial Advisors can invite clients over for individual financial needs analysis and for pocket forums. The Nest provides an open and friendly environment that exudes both comfort and professionalism, keeping away distractions and allowing productive dialogue about their financial goals to prosper.

As Genesis by Philam Life gives financial advisors a great environment to learn, grow and succeed, Philam Life hopes to build the Agency of the Future, composed of professional Financial Advisors equipped with exceptional business knowledge, strict work ethics and providing excellent client service. Above all, these Financial Advocates are advocates with the mission of empowering Filipinos to achieve financial security and prosperity.

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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 a representative office in Myanmar and Cambodia.

The business that is now AIA was first established in Shanghai almost a century 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\$168 billion as of 30 November 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”).