



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

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## PRESS RELEASE

### **PHILAM LIFE CONTINUES ITS TRANSFORMATION ON ITS 70<sup>TH</sup> YEAR**

**MANILA, PHILIPPINES** – 2017 is shaping up to be a milestone year for Philam Life as it maintains its position as the foremost creator and innovator in today’s insurance industry. During its anniversary year, Philam Life is determined to outdo itself and reach greater heights. This begins with a dramatic shift in the company’s overall strategy that will materialize in the months to come.

Launching this month, the ‘Live Better’ campaign aims to make healthy living more accessible to Filipinos. According to the 2016 Healthy Living Index, health is the primary concern of Filipinos. However, this does not translate into action, creating a gap between their concern and what they actually do. Philam Life believes this gap is an opportunity and is placing its focus on capturing the wellness sphere.

“Philam Life has been leading the market in creating products that address retirement, health, education and life insurance needs. Through ‘Live Better’, we are helping our customers realize the need to prepare for their future needs by taking a holistic approach to wellness, empowering them to live longer, healthier, better lives”, said Aibee Cantos, Philam Life CEO.

‘Live Better’ as a brand promise will also permeate the other aspects of the business, notably in the changes that will have an impact on its positioning and customer proposition. Philam Life will make its customers’ lives better by rendering relevant and personalized service through a nationwide distribution network of premier advisers. Philam Life is taking great strides to make it easier for their customers to do business with them, including making significant investments in new technologies that will enhance customers’ experience.

“As we look forward to the next 70 years, we will leverage on our financial strength, constantly creating and innovating new relevant propositions to meet our customers’ needs”, added Cantos.

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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 P245.9 billion in total assets as of December 31, 2016 and has served more than 700,000 individual policyholders and over 2,500,000 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).



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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, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

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\$185 billion as of 30 November 2016.

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 30 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").

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