



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

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MEDIA RELEASE

Living Active with the Philam Vitality Active Mobile App

MANILA, PHILIPPINES – If the Philippines' decline in last year's Healthy Living Index is any indication, the country's health situation remains at a crucial point. The study showed that while Filipinos have an awareness of various health risks, it was their unhealthy habits and poor lifestyle choices that caused the country's rank to plummet to the 9th spot among 15 Asia-Pacific countries.

It is this pressing concern that led Philam Life shift its focus to improving the quality of life of every Filipino through health and wellness efforts such as the Philam Vitality program. Introduced in 2015, the Philam Vitality Program seeks to help its customers make better decisions that contribute to their overall wellness, and rewarding them along the way.

To make living active easier and more accessible to many Filipinos, Philam Life formally launched the Philam Vitality Active app. The app is a simplified version of the Philam Vitality program which is designed to reward its users for every personal health goal they achieve.

Every user is tasked to complete a short questionnaire to calculate one's Philam Vitality Age as a gauge of how well he/she lives. They will then be given weekly challenges that they can accomplish by completing a certain number of steps as measured by a fitness device or free fitness app. For every challenge successfully completed for two consecutive weeks, users will receive exciting rewards such as free passes to SM Cinema, SM Ice Skating, SM Bowling, Blink, and Exploreum.

The Philam Vitality Active app is in keeping with Philam Life's mission to change public perception towards life insurance policies. "Realizing how important good health is and how it is central to human happiness and economic progress; the Philam Group, together with our parent company AIA, will reinvent life insurance by changing our and our customers' attitude towards health," said Philam Life CEO Aibee Cantos.



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By positioning insurance in the space of "living better," Philam Life believes the program will help Filipinos be more comfortable with getting themselves insured for the future. "As we move further into 2017, we will level up life insurance by promoting the concept of living longer, healthier, and better lives in the things we do. We will help people take charge of their health so they can live life to the fullest and enjoy more quality time with their loved ones. This way, we can make a real difference in people's lives," added Cantos.

To further this advocacy, Philam Life enlisted two of the country's greatest volleyball players: Alyssa Valdez and Mika Reyes as Philam Vitality Active's ambassadors. Like the app-based wellness program, Alyssa and Mika are aiming to bring out the best in every Filipino by encouraging them to be more fit and active. With these powerhouse athletes on board, Philam Life hopes to encourage more Filipinos to start their fitness journey with the Philam Vitality Active app.

Are you #ActiveAlyssa or #ActiveMika? Take your fitness to the test and join the Live Active Challenge! Download the Philam Vitality Active app on App Store Philippines and Google Play, and get a chance to win one of eight Garmin Vivofit 3 watches. Promo period is from March 1 to April 30, 2017.

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About Philam Life

The Philippine American Life and General Insurance (Philam Life) Company 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 PHP236.4 billion in total assets as of 31 December 2015 and has delivered timely payouts of over PHP10 billion in education benefits (2004-2015) and over PHP131 billion in insurance benefits (1950-2015), while serving close to 600,000 individual policyholders and over 2 million 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 49 per cent joint venture in India and representative offices 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\$181 billion as of 31 May 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 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").