



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

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## PRESS RELEASE

### **PHILAM LIFE LAUNCHES THE ACTIVE SERIES GEARED TOWARDS TOTAL WELLNESS**

**MANILA, PHILIPPINES** – Philam Life strengthens its commitment to empower Filipinos to live longer, healthier, and better lives with the launch of three products under the Active Series: Active Health Invest Plus, Active MoneyWorks, and Active Family Provider. These are fully supported by Philam Vitality, the wellness program that rewards customers for living healthy.

“We recognize the importance Filipinos put on their health and we are committed to help them bridge the gap between their current practice and what they want to achieve in terms of their health,” said Aibee Cantos, Philam Life Chief Executive Officer. “Beyond helping them take care of the physical aspect, we are here to help them achieve total wellness through our products,” he added.

The Active Series is ideal for everyone. “We know that as they age, our customers’ needs change. As such, we developed products that support their needs for each phase in their lives, keeping in mind their total wellness needs,” said Timothy Marriott, Philam Life Chief Marketing Officer.

Active Health Invest Plus (AHIP) provides customers with comprehensive health and accident coverage while building funds for future healthcare needs. At the same time, it has a life insurance coverage that ensures protection for loved ones in case something untoward happens.

For those who want to grow their investment for retirement or address other long-term financial goals, Philam Life has Active MoneyWorks to offer. It’s a savings and wellness product with a high growth potential, coupled with life insurance coverage.

The Active Family Provider is ideal for young couples about to start a family, who now have more responsibilities as they transition to a new life stage. It is a protection and wellness product that helps customers protect themselves and their family’s future without worrying about paying for a long period of time as their life insurance benefit grows.

To further empower its customers to improve their health, the Active Series is powered by Philam Vitality, the science-backed wellness program that allows customers to earn points for knowing and improving their health. Depending on the points accumulated or their Philam Vitality Status, customers can earn rewards in the form of discounts with health and wellness partners. In addition to discounts, the most rewarding aspect of the program is the 20% upfront additional coverage on life insurance upon purchase, with the potential to increase to up to 50% based on membership status, or how active they are in the Philam Vitality program.

Talk to a Philam Life Financial Adviser, find us on Facebook at [PhilamLifeAIA](https://www.facebook.com/PhilamLifeAIA), visit [www.philamlife.com](http://www.philamlife.com), or call (02)528-2000 to learn how you can start living a longer, healthier, and better life.



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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).

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 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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