



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

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PRESS RELEASE

JUMPSTART YOUR JOURNEY TO WELLNESS AT THE PHILAM LIFE #LIVEBETTER EXPO

MAKATI CITY, PHILIPPINES – Philam Life empowers Filipinos to start living better. This August, join an amazing mix of wellness experts at the first Philam Life #LiveBetter Expo and be inspired to live a life of wellness.

The #LiveBetter Expo will take consumers through an experiential journey of the brand's four (4) key pillars: fitness, food, wellness, and financial health. Together with partner companies, consumers are in for a treat with various health and wellness-oriented offerings and activities that will inspire everyone to live a healthier and more holistic lifestyle.

This approach is in line with the company's shift to the wellness space in an effort to help Filipinos live longer, healthier, and better lives. Launched earlier this year, the #LiveBetter campaign aims to help Filipinos bridge the gap between what they want to achieve with regard to their health and their current lifestyle, creating a positive difference in their lives.

"Live Better is a campaign that signifies the change that is taking place in the over-all strategy of Philam Life", said Tim Marriott, Philam Life's Chief Marketing Officer. "At the core of Live Better is the Philam Vitality, a wellness program that helps Filipinos Live Better, by letting them take charge of their overall health, their mind, body, as well as their financial wellness. In the long term, it seeks to help Filipinos live life to the fullest by helping them take charge of their overall wellness."

Apart from engaging booths from partner lifestyle brands, guests can also learn how to #LiveBetter, straight from Philam Life ambassadors Nico Bolzico and Mond Gutierrez and other thought leaders in the health and wellness space.

"Through the #LiveBetter Expo, we will be able to show Filipinos how they can live better through the different pillars of wellness", said Bernadette Chincuanco, Philam Life's Head of Brand and Communications. "Live Better is not just our brand promise, but a commitment supported by Philam Vitality, the platform from which we can help them achieve it. We have products powered by Philam Vitality that will allow them to earn points for knowing and improving their health. We are the only life insurance company who has the actual tools to deliver on the promise of helping Filipinos achieve total wellness," added Chincuanco.

Discover how you too can #LiveBetter! Find us on Facebook at PhilamLifeAIA, visit 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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