



**HEALTHIER, LONGER,  
BETTER LIVES**

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

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## PRESS RELEASE

### **PHILAM LIFE WINS TAMBULI AWARD FOR #LIVEBETTER CAMPAIGN**

**MANILA, PHILIPPINES** – Philam Life, the country's premier life insurance company, was recently recognized at the 2018 Asia-Pacific Tambuli Awards for its #LiveBetter campaign.

Launched in 2017, the #LiveBetter campaign marked Philam Life's strategic shift into the wellness space. Through this campaign, Philam Life seeks to encourage Filipinos to take control of their overall health to live healthier, longer, and better lives. This is in light of the alarming results of the 2016 Healthy Living Index on Filipinos' behavior and perception towards health which showed that while adults in the country have high self-awareness on the need to improve their health, they fail to do so due to unhealthy habits and poor lifestyle choices. At the core of #LiveBetter is Philam Vitality, Philam Life's innovative wellness program that helps encourage the right behavior by incentivizing customers with rewards for knowing and improving their health.

The said campaign bested entries from across the Asia-Pacific region, and won Silver in the Health and Wellness category under the Humanity and Culture cluster, chosen by a select international panel of experts from the marketing and advertising industries.

"It is with great honor that we receive this Tambuli Award for our #LiveBetter campaign," said Bernadette Chincuanco, Philam Life's Head of Branding and Communications. "Moving into the wellness space is our response to the customer's need. This Award reinforces our belief that we are moving in the right direction by taking the cue from our customers, and strengthens our commitment to continue helping them live healthier, longer, and better lives," she added.

Organized by the School of Communication of the University of Asia and the Pacific (UA&P) in collaboration with the industry, the Asia-Pacific Tambuli Awards recognizes brands that do good and do well, and celebrates the coming together of creativity, human good, and results. It is focused on brand campaigns where humanity is celebrated, while at the same time inspiring purpose and delivering the desired business result.

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The Philam Life Marketing Team representatives, joined by its Agency on Record, seven AD, receive the Tambuli Award. From left, Argem Vinuya, seven AD Creative Director, Ping Castillo Philam Life Senior Marketing Communications Manager, Bernadette Chincuanco, Philam Life Head of Branding and Communications, Rina Custodio, Philam Life Marketing Communications Manager, Joanna Callanta seven AD Associate Business Group Director, Ronn Guinguing, Philam Life Vitality Business Partner for Agency, and Randy Mutuc, seven AD Copywriter.



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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 PHP251.4 billion in total assets as of 31 December 2017, while serving almost 600,000 individual policyholders and over 2,200,000 insured group members.

Philam Life understands the needs of its customers and provides holistic solutions that include 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 (BPLAC) 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 the Philam Group**

The Philam Group comprises the biggest life insurance company in the Philippines. By putting its customers at the center of its operations, the Philam Group has earned the trust of its stakeholders and has achieved continued growth over the years.

The Philam Group was formed with the mission of empowering Filipinos to achieve financial security and prosperity. Through its strong network, it is able to offer financial solutions such as life protection, health insurance, savings, education, retirement, investment, group and credit life insurance, and fund management products and services.

After the establishment of Philam Life in 1947, the Philam Group has since expanded to include other affiliate companies, namely: BPI-Philam Life Assurance Company (BPLAC), Philam Asset Management Inc. (PAMI), Philam Call Center, and Philam Foundation.

Based on the Insurance Commission results as of 31 December 2017, the combined total premium income of Philam Life and BPLAC is at PHP40.2 billion, making it the market leader in the Philippines based on total premium income. Its strength and stability is further solidified with its top rank in terms of assets at PHP251.4 billion and net worth at PHP69.5 billion. It 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\$216 billion as of 30 November 2017.

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").

### **Media Contact:**

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