



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

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PRESS RELEASE

PHILAM LIFE LAUNCHES THE GAME-CHANGING HEALTH AND LIFE INSURANCE PRODUCT FOR TWO

MANILA, PHILIPPINES – These days, the high cost of medical and health expenses have become a growing concern among Filipinos. According to the results of the 2018 AIA Healthy Living Index, almost 90% of Filipinos are worried about the potential costs associated with critical illness, such as cancer, heart disease, and diabetes. And because health remains a top priority, another concern that Filipinos have is how their loved ones will be affected in case they fall ill and their current savings, insurance, and government health provisions are not enough to cover expense for treatment.

Philam Life introduces a game-changing innovation with Active Joint Critical Protect, its health and life insurance product for two that allows customers to jointly safeguard themselves and a loved one—be it spouse, parent, sibling or child—against serious diseases or untoward events. Powered by Philam Vitality, it also encourages healthy living by giving incentives for knowing and improving their health, at the same time boosting the plan coverage by up to 50%.

With Active Joint Critical Protect, they are protected from the most common critical illnesses among Filipinos, including heart attack, stroke, and cancer. After the plan's standard period of ten years and no claim was made, it automatically renews, making it very convenient for them. Through this product, Filipinos can protect themselves and their loved ones at the same time.

“Our goal has always been to put our customers first and address their needs, most particularly at a time when the cost of managing an illness while ensuring that they have enough savings upon retirement are looming in many Filipinos’ minds,” says Philam Life Chief Marketing Officer Leo Tan. “We strive to provide innovative products that will empower Filipinos to feel secure about their and their loved ones’ future, helping them live worry-free and healthier, longer and better lives.”

Find out more about Active Joint Critical Protect. Visit Philam Life’s website at philamlife.com, Philam Life’s [Facebook page](#), or contact them through email at philamlife@aia.com or through landline at (02)528-2000.

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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 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.



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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”).

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