



HEALTHIER, LONGER,
BETTER LIVES

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

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PRESS RELEASE

PHILAM LIFE RENEWS PARTNERSHIP WITH MOND GUTIERREZ, NICO BOLZICO, AND SOLENN HEUSSAFF

MANILA, PHILIPPINES – Philam Life, the country's premier life insurance company, renews its partnership with three of the most influential personalities of this generation.

After spearheading 2017's pioneering #LiveBetter campaign, Mond Gutierrez, Nico Bolzico, and Solenn Heussaff, have all recommitted to the company's continuous effort to empower Filipinos to live a healthy lifestyle.

"My role as Philam Life's Brand Ambassador comes naturally because their advocacy is very personal to me, ever since I made huge changes in my lifestyle," said Mond. "Along with Nico and Solenn, I want to continue inspiring Filipinos to live healthier, so they will have longer, and better lives." He has made remarkable changes to his lifestyle habits, making him a fitspiration to many. Likewise, despite their busy schedules, celebrity-artist Solenn and businessman Nico continue to live a healthy, active lifestyle.

"We chose Mond, Nico, and Solenn last year because they epitomize what #LiveBetter means. It was imperative for us to work with brand ambassadors who can not only talk about living better, but more importantly, show everyone, especially our customers, what it means," said Leo Tan, Philam Life Chief Marketing Officer. "We've seen how our customers have started to embrace our brand promise, and we can only be thankful that they've found an inspiration in Mond, Nico, and Solenn. Ultimately, what's important to us is that we've influenced and helped our customers live healthier, longer, and better lives."

Stay tuned for what's next for Mond, Nico and Solenn, through the Philam Life Facebook page, or their website <http://www.philamlife.com>.

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Philam Life Executives with Philam Life Brand Ambassadors at the contract signing renewing their partnership.
From left: Bernadette Chincuanco, Head of Branding and Communications, Nico Bolzico, Solenn Heussaff,
Aibee Cantos, Chief Executive Officer, Leo Tan, Chief Marketing Officer, and Mond Gutierrez.



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Philam Life Brand Ambassadors Nico Bolzico, Solenn Heussaff (first and second from left, respectively), and Mond Gutierrez (right) join Aibee Cantos, Philam Life Chief Executive Officer (second from right) for a photo at the contract signing renewing their partnership with Philam Life.



Philam Life Brand Ambassadors Nico Bolzico, Solenn Heussaff, and Mond Gutierrez ham it up at the contract signing ceremony renewing their partnership.

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.

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.



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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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