



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

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## PRESS RELEASE

### **CHANGING THE INSURANCE GAME: PHILAM LIFE LAUNCHES CAMP LIVE BETTER**

**MANILA, PHILIPPINES** – Philam Life, the country's premier life insurance company, continues to differentiate its wellness proposition in the insurance industry through Philam Vitality. To demonstrate how easy and rewarding it is to live longer, healthier and better lives, it introduced a wellness campaign called Camp #LiveBetter.

Kicked off at the start of this year, Camp #LiveBetter is powered by Philam Vitality, Philam Life's game-changing wellness program that helps encourage the right behavior by incentivizing customers with rewards for knowing and improving their health.

The three-part web series follows the 14-day journey of three teams as they make the most out of their Philam Vitality-integrated insurance policies to train, strategize and have fun while living healthier to make a change in their lives. These teams are headed by Philam Life brand ambassadors Mond Gutierrez, Nico Bolzico, and Solenn Heussaff, who are each joined by a Philam Life Financial Advisor and a Philam Vitality Member.

"It's all in good spirit. We're all here to promote living a better life. It's all about knowing what's important to you—health, well-being, and finances. I think Nico, Solenn, and myself are a true testament to that because that's what we try to do every single day of our lives," said Mond Gutierrez, one of Camp #LiveBetter's life coaches.

Each trio battled it out for #LiveBetter supremacy as they went through various challenges related to fitness, wellness, food, and finance. The #LiveBetter champ, the Philam Vitality Member from the team that accumulates the most points at the end of two weeks, will get a luxurious wellness trip to Bali.

Launched in 2017, the 'Live Better' campaign sought to make healthy living more accessible to Filipinos. According to the 2016 Healthy Living Index, health is a primary concern among Filipinos. However, this does not translate into action, creating a gap between their concern and what they actually do. Philam Life believes this gap is an opportunity and has placed its focus on capturing the wellness sphere.

*Catch Camp #LiveBetter at [www.philamlife.com](http://www.philamlife.com) to watch all three episodes and find out how you, too, can live a longer, healthier, and better life. To learn more, talk to a Philam Life Financial Advisor, find us on Facebook at PhilamLifeAIA, or call (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 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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