



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

16F – 18F Philam Life Head Office
Net Lima Building, 5th Avenue cor. 26th Street
Bonifacio Global City, Taguig 1643, Philippines
T: (632) 521 6300 / (632) 526 9200
E: philamlife@aia.com
W: philamlife.com
Customer Hotline: (632) 528 2000

PRESS RELEASE

PHILAM LIFE KICKS FOOTBALL CLINIC INTO HIGH GEAR WITH TOTTENHAM HOTSPUR COACHES

TAGUIG CITY, PHILIPPINES – Philam Life, the country’s premier life insurance company, recently brought to Manila football coaches from the world-famous Tottenham Hotspur to conduct a football clinic for high school students as part of their ongoing global partnership with AIA, Philam Life’s Hong Kong-based parent company.

Anton Blackwood and Shaun Harris are members of the Tottenham Hotspur’s Global Football Development program who work with players of all levels around the world, nurturing local talent. “Philam Life partnered with the 7’s Football League to help develop the sport. This football clinic is just one of the ways we’re helping the sport gain traction and drive interest among students, allowing us to bring to life our brand promise of helping Filipinos live healthier, longer and better lives,” said Bernadette Chincuanco, Philam Life’s Head of Branding and Communications.

Tottenham Hotspur Development coaches have worked directly with over 10,000 participants in the past 12 months, which includes 500 coaches. They have worked with a wide and diverse range of talent, including grassroots to elite players, coaches, and AIA employees, using renowned coaching methods developed within the Tottenham Hotspur Academy. The coaches have worked in locations across Asia including Hong Kong, China, Singapore, Thailand, Cambodia, Indonesia, and Vietnam.

Participants of the football clinic were students of Taguig National High School, a beneficiary of Philam Foundation’s Philam Paaralan program which builds classrooms for unserved and underserved communities in the Philippines.

Held at the McKinley stadium, the students learned the basic rudiments of football such as dribbling, shooting, core skills, and passing the ball. Shaun, who has been with the team for almost 10 years, said that mental strength is the most important aspect to be the best. “How do they push themselves to be better each week? How do they react when things get tough? Talent might be enough for youth football, but it’s the mental toughness and character that will get you a career in the game. We’ve seen some good players on our travels, and they have shown not only technical ability, but the passion and drive to complement. In football, you don’t have to be the fastest, strongest, tallest, or most physically fit to be a good player.”

Anton once played for the Tottenham Hotspur Academy before becoming a development coach. “I was fortunate enough to play with some world class athletes and be coached by the best so I believe it shaped me in my current role, sharing my knowledge and trying to develop good players and people,” he said. “Football offers so many positives outcomes. It’s fun and enjoyable for all ages and ability levels. It allows you to stay active and healthy, and it teaches life skills that can help you in all aspects of life, such as communication, team work, and resilience,” he added.



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Although football can be a very demanding sport, Shaun says there are many benefits which can be used to maintain a healthy lifestyle. “The combination of running, kicking, jumping and changing direction, will ultimately increase stamina, reduce body fat, increase strength, and improve balance and coordination. Beyond that, football can also develop key life skills. There are huge psychological and social benefits, such as teamwork, problem solving, leadership skills and decision making.”

Know more about Philam Life and Philam Foundation by visiting their website at philamlife.com, Facebook page at <https://www.facebook.com/PhilamLifeAIA/>, or contact them through email at philamlife@aia.com or landline at (02)528-2000.

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Philam Life Team with Tottenham Hotspur Coaches



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Football clinic action



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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.

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 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 in 1919. 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\$221 billion as of 30 June 2018.

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 32 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:

Abbie L. Remo

Philam Life Head of Corporate Communications and PR

Telephone: +(632) 521 6300 local 2812

Email: Abbie-D.Remo@aia.com