



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

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## PRESS RELEASE

### **PHILAM LIFE CHALLENGES RUNNERS IN THE 100 RUN IN CELEBRATION OF AIA'S CENTENNIAL YEAR**

**MANILA, PHILIPPINES** – Bored with the same old race? In celebration of the 100th anniversary of AIA, Philam Life's Hong Kong-based parent company, the company breathed new life into the same old run event with The 100 Run, a fun obstacle race peppered with stations built to challenge every muscle in your body. It's a happy blend of cardio and strength training, combined to provide participants with an unforgettable race-day experience.

The 100 Run is a 5km course which had ten stations composed of rows of hurdles, ten meter-long challenges, and various types of obstacles—ultimately amounting to a hundred worth of fun run excitement. Participants went through limbo racks, ran through a tunnel, wiggled their way out of a spider maze, jumped on tires, and went down an inflatable slide to get to the finish line.

To make The 100 Run more exciting, Philam Life's Brand Ambassadors Mond Gutierrez, Solenn Heussaff, Nico Bolzico, and Wil Dasovich were called in to form their own Runbassador Teams of 25 members each, challenging their members to run faster than the other teams to earn more points. With Team Mond coming out on top, it was an exhilarating run for the team members, with each one bringing home a Garmin Vivofit 4 watch.

Aside from the Runbassador Teams, the other participants of The 100 Run also brought home various prizes, such as a trip for two to Bali, numerous Rudy Project and ITAnano watches, and Garmin Fitness Devices in the raffle held at the end of the run.

"Today's run is a twin celebration of AIA's centennial year and Philam Life's 72nd year; our opportunity to give thanks to the many people who have contributed to our continued growth and success throughout our long journey together," said Philam Life Chief Executive Officer Kelvin Ang. "As we position AIA, through Philam Life, for our continued journey of growth and success ahead, our promise of Healthier, Longer, Better Lives could not be more relevant. By delivering on this purpose we will make a real and positive impact on people's lives and build a better future for our communities throughout the Philippines," he added.

The Run was not only a chance to hold a fun fitness activity. It was also an opportunity to give back to the community, with a portion of the proceeds from the ticket sales donated to Philam Paaralan, Philam Foundation's education-oriented program that aims to empower the Filipino youth by building classrooms in remote areas around the country.

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

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Philam Life Brand Ambassadors Solenn Heussaff, Mond Gutierrez, Nico Bolzico and Wil Dasovich



Philam Life Brand Ambassadors Wil Dasovich and Nico Bolzico kicking off the Runbassador Race





The sea of red (estimated at 4,000) as the runners cool down after the race.

#### **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 PHP249.6 billion in total assets as of 31 December 2018, while serving over 700,000 individual policyholders and over 3,000,000 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 2018, the combined total premium income of Philam Life and BPLAC is at PHP40.7 billion. Its strength and stability is solidified by its assets at PHP247.0 billion and net worth at PHP77.1 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 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\$230 billion as of 31 December 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 more than 33 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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