



The Philippine American Life and General Insurance Company

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ADVERTORIAL

PHILAM VITALITY POWERS UP IRONMAN 70.3 IN CEBU

Philam Vitality recently powered Regent Aguila IRONMAN 70.3, the largest triathlon in Asia that attracts thousands of participants all over the world. With Philam Vitality, the intensely physical weekend was made more engaging even for non-athletes.

Potential customers, guests, and event walk-ins had surprising fun being challenged in a heart-pumping circuit training session by Philam Vitality brand ambassador Raymond Gutierrez and celebrity personal trainer Arnold Aninion – who was instrumental in Mond’s transformation. Philam Vitality also engaged expo participants in small physical activities in exchange for a coffee reward.

These were just a taste of how fun and rewarding being healthy is with Philam Vitality, Philam Life’s game-changing total wellness program that incentivizes people to know and improve their health and rewards them for healthy behavior.

“To have a healthier, longer, and better life, it’s always important to be active and eat healthy,” says Mond. “Staying active, whether it’s pumping iron at the gym, or simply walking instead of taking the elevator, or doing something as easy as getting enough sleep, contribute to better quality of life. And now with Philam Vitality, you can do all that and get rewarded at the same time.”

This year, in celebration of the centennial year of AIA, Philam Life’s Hong Kong-based parent company, Philam Vitality is giving customers more motivation to be healthy through the Philam Vitality 100 campaign. It encourages customers to make real changes in their behavior towards health with bolder rewards that include bigger weekly rewards, monthly raffles for fitness devices, and a year-end trip to El Nido, Palawan.

Among Philam Vitality’s enhanced weekly rewards are more freebies from The Coffee Bean & Tea Leaf, SM Cinema, GrabCar, and Globe Postpaid and Prepaid plans, on top of preferential discounts from program partners like Toby’s Sports, Garmin, Gold’s Gym, UFC Gym, Hi-Precision Diagnostics, Makati Medical Center, Enchanted Kingdom, Philippine Airlines, Seda Hotels and SM Cinema.

The program turns little healthy habits into little wins as you earn points and get rewarded while working toward healthy living. Even something as simple as clocking in seven hours of sleep will get you points. Mond shares, “The key to living a healthier lifestyle is doing activities that you actually like and not taking for granted mental wellness activities like relaxation and sleep.”

To make healthy living even more accessible, the program is bundled with Philam Life’s life insurance products that address every Filipino’s different needs. Know more about the Philam Vitality program by visiting the Philam Life website at philamlife.com, Facebook page at <https://www.facebook.com/PhilamLifeAIA/>, or contact them through philamlife@aia.com or (02) 528-2000.

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Celebrity trainer Arnold Aninon, joined by Philam Life Brand Ambassador Raymond Gutierrez, leads the Reboot with Arnold's Army class, one of the side activities of Philam Vitality at the recently concluded IRONMAN 70.3 in Cebu.



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Philam Life Executives with Arnold Aninion and Raymond Gutierrez.

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



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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 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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