



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

16F – 18F Philam Life Head Office  
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## ADVERTORIAL

### LIVE A HEALTHIER, LONGER AND BETTER LIFE WITH PHILAM VITALITY

**MANILA, PHILIPPINES** – A lot of people tend to start the year with resolutions on becoming healthier, but a month after, resolve tends to wane. Old habits die hard and new ones even harder to keep. Sometimes, all that's needed is a little push.

Here comes 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. A living testimony to having better quality life from being healthy is none other than Philam Life Brand Ambassador Raymond (Mond) Gutierrez: "As a Philam Vitality member, I'm not just protected by life insurance; I'm also rewarded for living a healthier, longer and better life."

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 Philam Vitality 100.

Philam Vitality 100 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, on top of preferential discounts from program partners like Enchanted Kingdom, Garmin, Gold's Gym, Hi-Precision Diagnostics, Makati Medical Center, Philippine Airlines, Seda Hotels, SM Cinema, Toby's Sports, and UFC Gym.

As if those weren't enough, Philam Vitality also threw in a Team Challenge promo that doubles your weekly reward. "I'm super competitive so I naturally push my team members to work extra hard. Being rewarded twice in a week for simply meeting all our fitness targets together is great!" enthuses Nico Bolzico, a fellow Philam Life Brand Ambassador.

The program turns little healthy habits into little wins as you earn points and get rewarded while working towards ensuring your health. Even something as basic as knowing your health – which people usually take for granted before embarking on their fitness journeys – will get you points. "Before you take on a change in your fitness or wellness routine, it's best to know where you are so you can identify a target you can aspire to or that you know how much you have to work on," shares Wil Dasovich, another Philam Life Brand Ambassador together with Mond and Nico.

Philam Vitality provides you the right health goals by identifying the state of your health through different online assessments such as the Philam Vitality Health Review. Not only that, but also through a health check at Hi-Precision Diagnostics or a nutrition consultation at Makati Medical Center – made even more affordable at only P100 through Philam Vitality 100.



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Aside from the usual physical fitness and wellness aspects of health, Philam Vitality also sheds light on the importance of sleep – a health concern that has long been ignored especially in Asia. Sleep is key in ensuring your mental health. “Taking the lead in promoting the benefits of sleep is something new and bold for corporations. You don’t normally hear about this, but Philam Vitality even awards you points just by clocking in seven hours of sleep!” says Solenn Heussaff, the alpha female to complete the quartet of Philam Life Brand Ambassadors.

“The key to living a healthier lifestyle is doing activities that you actually like. Philam Vitality simply reinforces this with its science-backed program and rewards. And it works,” Mond adds.

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](http://philamlife.com), Facebook page at <https://www.facebook.com/PhilamLifeAIA/>, or contact them through [philamlife@aia.com](mailto:philamlife@aia.com) or landline at (02)528-2000.

### **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.

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,



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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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