

## PRESS RELEASE

### **AIA HOSTED ITS FIRST REGIONAL ONLINE HEALTH AND WELLNESS EVENT TO PROMOTE HEALTHIER, LONGER, BETTER LIVES**

*AIA Global Ambassador David Beckham, alongside AIA influencers across Asia,  
gathers the AIA community for a health & wellness day amidst the pandemic*

AIA Global Ambassador David Beckham raised the bastion of health and wellness through the recently concluded online gathering, “AIA Live”. Breaking past physical distance through the AIA YouTube channel, local celebrities joined the world-famous athlete in promoting the AIA brand promise of helping people live Healthier, Longer, and Better Lives. Some of AIA’s longtime partners such as Tottenham Hotspur football coaches Anton Blackwood and Shaun Harris; chef Jeremy Pang; and AIA Philam Life ambassadors Nico Bolzico, Mond Gutierrez, Anton Del Rosario, and Wil Dasovich each had respective segments to tackle exercise and nutrition, relationships, mental wellness and even parenting.

“We know our audiences are online now more than ever before and are looking for new ways to stay motivated, active, and live a healthy lifestyle – often within the confines of their own home,” said AIA Group Chief Marketing Officer, Stuart Spencer. “We are therefore very excited to be presenting AIA Live, a first of its kind event, which was a day of powerful and inspiring content and a meaningful way for us to deliver on our commitment to helping people live Healthier, Longer, Better Lives.”

The event opened with Beckham – whose lockdown with his family in the UK countryside has pushed the football star towards quarantine hobbies baking and gardening – on Sunday morning. After a short introduction, AIA Vitality ambassador Dr. Jaime Lee led hundreds of viewers with a simple breathing technique all the way from her home in Australia. There was strong focus on exercise and physical wellbeing throughout the event, from numerous ball-handling challenges from the Spurs coaches to a session with Almen Wong, founding teacher from Pure Yoga in Hong Kong. Kids were not exempt from the activities, with fitness expert Kevin Zahari of Malaysia giving tips on how parents can do exercises with their children.

On a Wellness Talk Show with fellow AIA Philam Life ambassadors, Nico Bolzico also briefly discussed parenting in the new normal. “It’s the first time we all face a worldwide pandemic,” says the Argentinian national, “but it makes us stop and look around where we’re standing, what is really important in life.” Entrepreneur Mond Gutierrez, football player Anton Del Rosario, and content creator Wil Dasovich each went around talking about what keeps them positive during challenging times in a lighthearted banter among friends.

“One of the most positive things I’ve seen during this time is how communities have come together to support each other and how kind people have been,” Beckham reflectively said on the lessons

of this pandemic. “We have all been so fortunate and grateful to the frontline workers who have gone above and beyond, but it’s also small gestures by neighbours and friends which has made a huge difference.” Indeed, in each their own ways, these AIA ambassadors and partners championed a cause for better health in all aspects of living, through stories and experiences, even from just being at home.

“I hope that sense of community and care for those less able continues even after this pandemic,” said Beckham.

In case you missed it, you can still watch AIA Live at [youtube.com/AIAHealthyLiving](https://youtube.com/AIAHealthyLiving) and be inspired to live a Healthier, Longer, and Better Life.

Know more about AIA Philam Life by visiting their website at [philamlife.com](http://philamlife.com), Facebook page at <https://www.facebook.com/AIAPhilamLife/>, emailing [philamlife@aia.com](mailto:philamlife@aia.com) or calling (02)8528-2000.

###

#### **About AIA Philam Life**

The Philippine American Life and General Insurance Company (AIA Philam Life) is the country’s premier life insurance company. Established on 21 June 1947, AIA Philam Life has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises.

AIA Philam Life has PHP291.38 billion in total assets as of 31 December 2019, while serving over 500,000 individual policyholders and over 1,500,000 insured group members.

AIA 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).

AIA 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 AIA 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 2019, the combined total premium income of AIA Philam Life and BPLAC is at PHP33.87 billion. Its strength and stability is solidified by AIA Philam Life’s assets at PHP291.38 billion, and net worth at



## The Philippine American Life and General Insurance Company

16F – 18F Philam Life Head Office  
Six/NEO (formerly Net Lima Building)  
5<sup>th</sup> Avenue cor. 26<sup>th</sup> Street  
Bonifacio Global City, Taguig 1634,  
Philippines  
T: (632) 8521 6300 / (632) 8526 9200  
E: [philamlife@aia.com](mailto:philamlife@aia.com)  
W: [philamlife.com](http://philamlife.com)  
Customer Hotline: (632) 8528 2000

PHP88.94 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 SAR, Thailand, Singapore, Malaysia, Mainland China, South Korea, the Philippines, Australia, Indonesia, Taiwan (China), Vietnam, New Zealand, Macau SAR, Brunei, Cambodia, Myanmar, a 99 per cent subsidiary in Sri Lanka, and a 49 per cent joint venture in India.

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\$284 billion as of 31 December 2019.

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 36 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

AIA Philam Life Head of Corporate Communications and PR

Telephone: +(632) 521 6300 local 2812

Email: [Abbie-D.Remo@aia.com](mailto:Abbie-D.Remo@aia.com)