

PRESS RELEASE

GARY V ENCOURAGES PEOPLE TO HOLD ON WITH “KAPIT PINOY” IN LATEST AIA PHILAM LIFE VIDEO

MANILA, PHILIPPINES – We continue to live in uncertain times but despite the challenges many are facing now caused by the current pandemic, Gary Valenciano says to just hold on. “In the midst of trials, don’t lose hope or else there will be no drive for anything else where life will probably lose its meaning. Kapit lang tayo.” The OPM icon is also referring to the meaning behind his song, Kapit Pinoy, which is the track he performed in the latest video for AIA Philam Life. “The song was written for me in 2015 by Jungee Marcelo and the music was done by Jonathan Manalo,” he shares. “I’ve always believed there are some songs which may not play a role at a particular time you release it, but at some point, it can and I think now with “Kapit Pinoy” it’s “Hold On”. I think with challenging times like these, for anyone in any kind of business, and all those who lost their jobs, we must hang on to our faith now.”

Hope is the central theme of the latest AIA Philam Life video with Gary singing his song of optimism. “Hope means an expectation of good things to happen so being positive always uplifts one’s soul. We must hold on tight and we will go over that hump.” The video shows situations Filipinos may experience in their lives – from a breadwinner being hospitalized, to an old parent recovering from an illness, and a single mother being assured she has enough savings to give birth. The message is simple: with the protection from AIA Philam Life, love and responsibility for loved ones never end.

Gary himself continued to keep his faith and hopes up even during the most challenging time in his life. A few years ago, he had to undergo a cardiac bypass surgery because of a 95% blockage on his left artery. While recovering from his operation, he was diagnosed with kidney cancer. He has recovered from both medical issues since.

As the latest endorser of the country’s premier life insurance company, Gary says AIA Philam Life gives you assurance and security largely because there are things you might wake up to one day unknowingly and we may need the protection they promise. “Being part of the company during this season is a blessing and I feel it’s not just about being a singer but being able to communicate a message that brings faith, hope, love and inspiration despite everything going on in the world today.”

“We chose Gary to be a part of the AIA Philam Life family because he is such an inspiration to many people. He’s been living with diabetes for so many years, pulling through a major health scare a few years back, then bouncing back to pick up where he left off and live his life to the fullest. How many people can do that?” said AIA Philam Life Chief Marketing Officer Leo Tan. “And that’s the commitment of AIA Philam Life—to help our customers continue living and achieving their dreams, no matter what happens in life, through the prevention programs,

protection products, and recovery platforms that we offer. *Ano man ang mangyari, tuloy-tuloy ang buhay, tuloy-tuloy ang pagmamahal,*” he added.

According to AIA Philam Life Chief Executive Officer Kelvin Ang, “With our continued commitment to help close the protection gap, we come full circle, bringing to life our brand promise of helping Filipinos live Healthier, Longer and Better Lives by ensuring peace of mind and giving hope to our customers through our complete suite of protection products.”

Watch the latest AIA Philam Life video featuring Gary Valenciano by visiting their Facebook page at <https://www.facebook.com/AIAPhilamLife/>.

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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 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



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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”).

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