

PRESS RELEASE

PHILAM VITALITY KICKS OFF THE SECOND KAMPEON CUP IN CEBU

CEBU CITY, PHILIPPINES – AIA Philam Life, the country's premier life insurance company, extends its support of the 7's football league with the title sponsorship of the second Philam Vitality Kampeon Cup.

The Philam Vitality Kampeon Cup is a three-day event happening from March 13 to 15 that will feature all-star squads from Manila, Bacolod, Cebu, Iloilo, and Davao, cities with their respective 7's Football League tournaments. These all-star teams will battle it out to determine which team will reign supreme as the country's best 7's football squad.

The mechanics of the game are quite different from a regular football match. For 7's, teams are only made up of seven players competing at less than half the pitch with smaller goals. Games are also segmented every 50 minutes, making it a fast paced and more exciting match.

"The Kampeons is an all-star team to represent not only each 7's League but also the city, the football communities where they're from. It's more than just playing football, there's also a bit of pride there with the players representing their hometown. Kampeon will establish once and for all the Home of Football in the Philippines," said Anton del Rosario, former Azkals player and AIA Philam Life 7's Football League founder. "Cebu was the venue of choice for this year's Philam Vitality Kampeon Cup because it's a very strong area for football. Plus, they won the last Kampeon Cup so they've earned the right to be the homecourt this year. Holding the games in the different regional hubs will also help us gain a stronger foothold in the various regions with the local talents front and center at the games," he added.

"Philam Vitality is AIA Philam Life's game-changing wellness program that incentivizes members with rewards for knowing and improving their health. By supporting the Kampeon Cup we take part in a sport that allows Filipinos to make better choices for a healthier, longer, better life," explained AIA Philam Life's Head of Vitality Kats Cajucom.

Founded in 2018, the AIA Philam Life 7's Football League encourages Filipinos to strive for a more active lifestyle through a fun game of football. The league also serves as an avenue for veteran football players to get together and pursue their passion for the sport, and ultimately show how it can actually be an exciting game. From the initial 8 teams in the first season, the league has grown exponentially and now has 80 teams playing in each gameday, composed of 24 men's, 10 women's, and 48 youth teams

"Football should be an all-inclusive sport and we're happy that the league we've been supporting since last year has opened its arms wider to welcome more people to play the sport," shared Kelvin Ang, AIA Philam Life Chief Executive Officer. "The league's expansion also means growth in the audience. And with more people getting exposed to the sport, we are given more opportunities to fulfill our brand promise of empowering Filipinos to live better lives."



The Philippine American Life and General Insurance Company

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

Know more about the AIA Philam Life 7's Football by visiting the Facebook page at <https://www.facebook.com/7sfootballleagueph/>, Instagram @7sfootballleague or email anton@7sfl.com.

###

About AIA 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, 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 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.

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 2018, the combined total premium income of AIA 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 SAR, Thailand, Singapore, Malaysia, Mainland China, South Korea, the Philippines, Australia, Indonesia, Taiwan (China), Vietnam, New Zealand, Macau SAR, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, and a 49 per cent joint venture in India. In April 2019, AIA was also granted approval as a preferred applicant to operate in Myanmar through a 100 per cent wholly-owned subsidiary.

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\$256 billion as of 30 June 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 34 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").



The Philippine American Life and General Insurance Company

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

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