



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

PRESS RELEASE

PHILAM VITALITY ENERGIZES THE 2020 SEASON OF THE SPARTAN RACE

MANILA, PHILIPPINES – Philam Vitality, the total wellness program of AIA Philam Life, presents Spartan Philippines 2020 Race Season – the biggest yet for the franchise. The race kicked off last Saturday, February 22, at the 1800-hectare property of Alviera in Porac, Pampanga.

“The Spartan Race is a good opportunity for us at AIA Philam Life to continue supporting activities that allow us to bring to life our brand promise of helping Filipinos live Healthier, Longer, Better Lives,” said Bernadette Chincuanco, AIA Philam Life Head of Branding and Communications.

“Just as the Spartan Race has grown and differentiated itself in the field of obstacle course racing, Philam Vitality continues to act as a differentiator in the life insurance industry by injecting wellness into otherwise traditional life insurance,” explained Head of Philam Vitality, Kats Cajucom. “And similar to how Spartan Race tries you and pushes you, Philam Vitality motivates you to sustain a healthy lifestyle and even rewards you for it,” she added.

This science-backed wellness program of AIA Philam Life inspires members to be healthy through rewards. They earn points as they know the status of their health and work towards improving it, ultimately increasing their status. Depending on their Philam Vitality Status, customers can earn rewards in the form of discounts with health and wellness partners, or instant rewards such as eGifts for free coffee and mobile credits. In addition to discounts and freebies, the most rewarding aspect of the program is the 20% upfront additional coverage on life insurance upon purchase, with the potential to increase up to 50% based on membership status, or how active they are in the Philam Vitality program.

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

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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.



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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").

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