



**HEALTHIER, LONGER,
BETTER LIVES**

**AIA Philippines Life and General
Insurance Company**

16F – 18F AIA Philippines 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: customerservice.ph@aia.com
W: aia.com.ph
Customer Hotline: (632) 8528 2000

PRESS RELEASE

AIA PHILIPPINES BRINGS COMMUNITY TOGETHER THROUGH LIVE BETTER EXPO

MANILA, PHILIPPINES; 7 DECEMBER 2021 – Since 2017, the Live Better Expo has been an experiential platform for the recently rebranded AIA Philippines (formerly AIA Philam Life) to fulfill its promise to help people live healthier, longer, better lives.

This year, AIA Philippines brings the Live Better Expo online, sharing tips and insights on how Filipinos can live healthy everyday through its Brand Ambassadors Gary Valenciano, Solenn Heussaff, Nico Bolzico, Raymond Gutierrez, Wil Dasovich, and Anton del Rosario.

Together with its bancassurance arm, BPI AIA, AIA Philippines will have experts talking about different aspects of wellness such as fitness, nutrition, including financial health in panel discussions where the audience can ask questions freely.

“Our goal is to encourage more Filipinos to live better, and AIA Philippines and BPI AIA are in the best position to help them achieve that,” stated Leo Tan, Chief Marketing Officer of AIA Philippines. “With the recent launch of our My AIA platform where our Total Health Solution ecosystem can be accessed, we can help them be their healthiest, no matter what their health starting line may be.”

The Live Better Expo 2021 will happen on December 11, 2021, from 9am to 12noon exclusively on Facebook Live, (click [here](#) to go straight to the Facebook Live page). While the online event is open to everyone, viewers who register will get a chance to win premium Masterclass subscriptions, Apple watches, and a home-gym setup worth PHP50,000. You can register through https://bit.ly/AIALiveBetter2021_SignUp.

The expo is made up of three segments: Live Better, Protect Better, and Get Better, rich with sharing and expert advice to help Filipinos live healthy everyday—especially important this Christmas as they celebrate the joy of healthy living with family and friends. With Filipinos spending Christmas last year away from loved ones, many are looking forward to celebrating with their families again this year—and nothing is more important than being in the peak of health for a safe celebration. And AIA Philippines aims to jumpstart this celebration on an enlightening note with the expo.

For Live Better, the audience will be treated to hacks and tricks to have a healthier lifestyle and prevent being sick. In Protect Better, they’ll be listening in on tips to achieve financial freedom while debunking life insurance myths.



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The event will be concluded with the Get Better segment, where recovery challenges during the pandemic will be discussed. The segment will also talk about breast cancer—the journey to recovery, developments on treatment, and advice on staying mentally well while going through this illness.

“As the pandemic continues to wreak havoc across the globe, taking care of our health has never been more important. Wellness is no longer just a buzzword but a reality that we all strive to achieve in these challenging times,” shares Kelvin Ang, AIA Philippines Chief Executive Officer. “As we launch tools that will help more Filipinos live better—through Total Health Solution found in My AIA—we are able to mentor them as they go through their wellness journey. Live Better now serves as the platform from which we can better communicate how these all come together and bring to life our purpose of helping people live Healthier, Longer, Better Lives.”

Click [here](#) for more information on AIA Philippines, visit [AIA Philippines' Facebook page](#), email customerservice.ph@aia.com, or call (02) 8528-2000.

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About AIA Philippines

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

AIA Philippines has PHP291.63 billion in total assets¹ and PHP80.20 billion in net worth² as of 31 December 2020, while serving over 800,000 individual policyholders and almost 1,000,000 insured group members.

AIA Philippines 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 AIA Life Assurance Corporation (formerly BPI-Philam Life Assurance Corporation) and Philam Asset Management Inc. (PAMI).

Based on the Insurance Commission results as of 31 December 2020, the combined total premium income of AIA Philippines and BPI AIA was at PHP33.06 billion.

AIA Philippines 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 – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR³, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka,

¹ Based on the 2020 annual accounts Securities and Exchange Commission (SEC) filing.

² Based on the 2020 annual accounts Securities and Exchange Commission (SEC) filing.

³ Hong Kong SAR refers to Hong Kong Special Administrative Region.



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Taiwan (China), Vietnam, Brunei and Macau SAR⁴, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$330 billion as of 30 June 2021.

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, AIA serves the holders of more than 39 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

Corporate Communications and PR Lead

AIA Philippines

Email: Abbie-D.Remo@aia.com

⁴ Macau SAR refers to Macau Special Administrative Region.