



**The Philippine American Life and
General Insurance Company**

15F - 18F Philam Life Head Office
Net Lima Building, 5th Avenue cor. 26th Street
Bonifacio Global City, Taguig 1634
Philippines
T: (632) 521 6300 / (632) 526 9200
E: philamlife@aia.com
W: philamlife.com

Customer Hotline: (632) 528 2000

MEDIA RELEASE

Justin Bieber launches #GiveBackPhilippines to raise funds for Typhoon Yolanda victims; campaign to benefit Philam Foundation

MANILA, 10 December 2013 – Justin Bieber launches #GiveBack Philippines, an online donation campaign that aims to raise funds for Typhoon Yolanda victims.

Launched last December 5, #GiveBackPhilippines is in partnership with Prizeo.com, TV5, a PLDT company, and Philam Life, a member of AIA, The Real Life Company. Contributors to Justin's campaign will have a chance to win a trip for two to Los Angeles in early 2014 to join him in his studio to watch and listen to him record new music. Other prizes and rewards include concert tickets, t-shirts and bracelets.

"When I first heard about the massive scale of the Typhoon Yolanda disaster that had struck the Philippines I knew I wanted to help in any way I could," said Justin. "My fans are like family to me, so it made sense to bring everyone together to create something in the form of this major fundraising effort. This campaign is very close to my heart, and I'm confident that with the support of my fans and partners we'll be able to raise enough to make a significant impact to truly make a difference."

Justin has selected three charity groups to help in the rehabilitation efforts providing food, shelter, medical care, clean water, safe sanitation, and the building of schools – one of which is Philam Foundation.

Philam Foundation is the corporate social responsibility arm of Philam Life. Through its flagship program Philam Paaralan, Philam Foundation will build fully-furnished school classrooms complete with restrooms in Central Visayas. The program also provides children with the basics of hygiene and healthy living through WASH (Water Sanitation and Hygiene Program).

With Typhoon Yolanda damaging more than 3,000 schools, the need to rebuild school classrooms is an urgent priority in order to establish a sense of normalcy and help children recover from their tragic experience. "We are thankful for Justin for launching this initiative which will greatly help in the recovery of the typhoon devastated areas. Amidst these real life struggles, we call on real life heroes to help," says Philam Life Head of Marketing, Isca Abaya.

"#GiveBackPhilippines can help make a difference in the lives of many children affected and hopefully, we also create greater awareness globally for the need to have healthy school infrastructure here in the Philippines", says Philam Foundation Executive Director Max Ventura

"I am a strong believer of education and a strong supporter of building schools. It is my privilege to be able to support Philam Foundation as they respond to the needs of those affected by the typhoon," said Justin. "Typhoon Yolanda has damaged thousands of schools, causing millions of Filipino children to miss school or not get quality education. In my own way, I want to help and make a difference."

For more information, please check out www.philamlife.com. To donate or participate in #GiveBackPhilippines, visit prizeo.com/justin.



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About Philam Life

The Philippine American Life and General Insurance Company (Philam Life) is the country's premier life insurance company. Established on June 21, 1947, Philam Life offers an extensive line of products in the industry that provides solutions to various financial needs including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance.

Philam Life is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.

About Philam Foundation

Philam Foundation is the corporate social responsibility arm for the Philam Group of Companies. The foundation envisions an educated nation empowered for the future. In partnership with the Department of Education, Philam Foundation has launched Philam Paaralan which aims to empower more Filipino youth through education by building fully-furnished schools with restrooms in calamity-stricken, un-served and under-served areas around the country.

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 operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai over 90 years ago. 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\$147 billion as of 31 May 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 27 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")