



## The Philippine American Life and General Insurance Company

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## MEDIA RELEASE



### Philam Life launches online campaign on life insurance education

As part of efforts to drive financial literacy amongst Filipinos, Philam Life, the country's premier life insurer, taps the power of social media for its online campaign that seeks to help Filipinos from all walks of life better understand the value of life insurance.

The campaign, dubbed as Life Insurance 101, debuts this month on YouTube, the world's largest video sharing site, and consists of a series of easy-to-understand animation clips that intend to educate the market on what life insurance is all about, its value, and what to look for in your life insurance company of choice – in a way that is fresh, friendly, simple and easy to understand. The campaign also seeks to address Filipinos' misconceptions about life insurance.

The Life Insurance 101 videos are also available on Philam Life's Facebook page and website, and can be shared through various social media sites.



“We believe that awareness and knowledge on life insurance will pave the way for the financial empowerment of Filipinos,” said Philam Life senior vice president and head of marketing Jessica Abaya. “We seek to harness the power of social media to make them appreciate life insurance products as important tools in planning their future.”

According to a Philam Life consumer study, a significant barrier to owning a life insurance is the lack of understanding on how it works. Through its financial literacy program, Philam Life wishes to bridge this knowledge gap and subsequently sustain its commitment as The Real Life Company that is genuinely engaged in real people’s lives, providing solutions and plans that turn real-life struggles into success.

Another Philam Life study revealed that insurance remains a non-priority need for most Filipinos, with the country’s insurance penetration rate at a very low 4 per cent of the country’s population. The study also showed that Filipinos still consider insurance at the bottom of their list of priorities.

“We see this low insurance take up in the country as an opportunity to propagate the value of insurance to a greater number of Filipinos, spurring them into making wise financial decisions that will allow them to achieve financial security and prosperity,” added Abaya.

For more information about Life Insurance 101, visit [www.youtube.com/PhilamLifeAIA](http://www.youtube.com/PhilamLifeAIA) or [www.facebook.com/PhilamLifeAIA](http://www.facebook.com/PhilamLifeAIA).



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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 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 30 November 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including life insurance, accidental 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 and employees across Asia-Pacific, AIA serves the holders of more than 28 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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