



**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

Philam Life Wins the 2013 AIA Gold Cup

MANILA, DECEMBER 26, 2013— Philam Life, the country's premier life insurance company bested 16 other AIA countries in 2013 by winning two prestigious awards from AIA - the **AIA Premier League Champion Cup** and the much-coveted **AIA Champions League Gold Cup**.

AIA, the parent company of Philam Life, holds an annual competition among its 17 member countries based on key metrics which effectively determine sales, production growth and the strength of overall company performance. Throughout the year, quarterly performance over targets in terms of sales and revenue generation, margins, and profitability are monitored to ascertain the top performing operations in the region and eventually pick the best overall country operation for the year. The AIA Premier League Champion Cup recognizes the top performing companies during the first three quarters of the year. The results of which were used as basis for categorizing countries into Gold, Silver, or Bronze Cup categories in the AIA Champions League for the fourth quarter. In the AIA Champions League, the top three countries go head-to-head for the prestigious Gold Cup.

With Philam Life's stellar performance in the first three quarters, the company emerged as the AIA Premier League Champion and qualified to be a contender for the Gold Cup along with two other top performers-- Malaysia and Sri Lanka. It was a neck-and-neck competition, with Philam Life putting various strategies in place such as the launch of new unit-linked products, Family Provider and MoneyWorks, improvement of customer services, continuous development of the Premier Agency and other programs for the agency force, enhancement and implementation of the Business Opportunity Program, renovation of branch offices and launch of the Money Tree drive and other last quarter Sales and Marketing programs. In the end, Philam Life emerged as the Gold Cup winner.

"This win is a testament to Philam Group's leadership not only in the country but in the entire Asian region. And it is genuine leadership that focuses on the quality of business, not simply topline numbers. We started at the bottom of the pack when we joined AIA two years ago, and now, other countries are looking up to us. These trophies symbolize the resilience of Filipinos. We were faced with tough competition and it was made even tougher with the calamities that hit the country, but we kept our eyes on the goal, worked as a team, and emerged as winners as Philam Lifers always do," shares Rex Mendoza, Philam Life President and CEO.

Philam Life's victory shows the company's outstanding performance in consistently achieving its growth targets on the Value of New Business (VONB) and Annualized New Premiums (ANP) for the year.

The Gold Cup victory for Philam Life was announced in Hong Kong on December 9, 2013 during the exclusive AIA Leader's Conference attended by CEOs and senior executives of all AIA markets.

Philam Life is a member of AIA Group Limited, 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.

--more--



Philam Life President and CEO, Rex Mendoza, receives the AIA Premier League Champion Cup and the AIA Gold Cup from AIA Executives during the AIA Leadership Conference in Hong Kong last December 9, 2013.

From left to right: Ng Keng Hooi, AIA Regional Chief Executive; Rex Mendoza, Philam Life President and CEO; Mark Tucker, AIA Group Chief Executive and President; and Gordon Watson, AIA Regional Chief Executive.



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

###

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 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").

Media Contact:

Ma. Monique G. Castro

Philam Life

Corporate Public Relations Officer

Tel no. (02) 526-9597

Mobile no. (0917) 641-7024

Email: MaMonique-G.Castro@aia.com