



The Philippine American Life and General Insurance Company

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MEDIA RELEASE

Financial planning with an iPad? Now it's possible with Philam Life's new technology

Manila, Philippines (February 6, 2014) – Philam Life is constantly evolving to provide best-in-class customer service. It launches iPos—the first and only iPad-based interactive Point-of-Sale (iPoS) technology in the country, making financial planning easy.

The latest innovation from the country's premier life insurer makes financial planning interactive and easier, allowing potential policyowners to secure a tailor-fit life insurance plan in just one sitting using the Financial Advisor's iPad.

"iPoS makes it easy for clients, as well as for Philam Life Financial Advisors as buying a plan based on one's needs can now be done in one sitting.," Rex Mendoza, Philam Life President and Chief Executive Officer, said. "This is in line with the company's thrust of building a Premier Agency force equipped with best-in-class tools."

Financial planning convenience

Using iPoS, Philam Life Financial Advisors can now use the easy three-step process in assessing and presenting to their clients. This also makes financial planning faster, accessible, and convenient for potential policyowners.

First, the Financial Advisor begins with a financial health check wherein pertinent client information are collected and registered in the system. The system processes the information and determines the financial needs of the client.

Next, based on the unique needs and financial capabilities of clients, the advisor will offer the appropriate product solution. Clients have the option of customizing their plan. They can choose to adjust premiums and years of payment, increase life insurance coverage amount and add supplemental benefits or riders.

Finally, once the client has decided on the plan, iPoS allows him to easily fill out, give an e-signature and submit an electronic application form. Assessment of the application is done and within two hours from a successful electronic submission, the Financial Advisor will receive an SMS if the application has been approved or if the sole requirement is payment of the first premium. For applications that would need other additional requirements, Financial Advisors will be informed within two days through SMS on the application status.

According to Mendoza, with iPoS, getting a Philam Life insurance plan is now easier, faster and more convenient.

He added, "Philam Life continues to lead the way in innovating the Philippine life insurance industry. iPoS is just one of the many services we are introducing this year as part of our commitment to make financial planning easier for more Filipinos."



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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 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")

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