



News

PHILAMLIFE PRESIDENT & CEO JOSE L. CUISIA, JR. NAMED ASIA'S INSURANCE PERSONALITY OF THE YEAR

MAKATI CITY, October 18, 2005 – AIG Philippines Country Head and Philamlife President & CEO Jose L. Cuisia, Jr. was named Insurance Personality of the Year at the 9th Asia Insurance Industry Awards held last September 26, 2005 at the Ritz Carlton Millenia Hotel in Singapore. The Awards were organized by two of the insurance industry's most respected publications: Singapore-based Asia Insurance Review and London-based, The Review Worldwide Reinsurance magazine.

The first Filipino recipient of the award, Mr. Cuisia was recognized for his performance at the helm of the country's leading insurance company, Philamlife, and for introducing significant reforms in the insurance industry.

His roles as Philamlife head and two-time president of the Philippine Life Insurance Association (PLIA) have seen him involved in some of the "most urgent questions of reform in the market and the challenge of steering an already large and successful company towards further growth," according to Asia Insurance Review. "As the head of Philamlife, Mr. Cuisia possesses a thorough understanding of the local life insurance market and the need to study regional insurance developments. An effective and inspiring head of Philamlife, his management philosophy is to communicate a strong and clear vision while still allowing his management team to arrive at creative responses to meet goals. As president of PLIA, he has continued to rally for industry reform, specifically taxation reform, simplification and automation of the licensing process and professionalisation of the agency force." Mr. Cuisia was a major proponent of the new law reducing the Documentary Stamp Tax on life insurance policies and the recent Insurance Commission circulars on Expedious Product Approval and Sales Illustrations.

Commenting on the Award, Mr. Cuisia said, "I am extremely honored to be selected Insurance Personality of the Year. This award also belongs to my family whose understanding and support inspire me, to my colleagues in Philamlife and in the Philippine Life Insurance Association who are most cooperative in all our undertakings." He added, "I will continue ensuring Philamlife's sustained market leadership and will push for added reforms in the life insurance industry."

Now on its 9th year, the Asia Insurance Industry Awards focuses on agencies, corporations, and individuals who have made significant contributions to the insurance industry and demonstrated acumen in managing difficult business situations. The Insurance Personality of the Year Award is based on several criteria, including: outstanding leadership qualities; superior communications skills; advocacy on behalf of industry to enhance industry's image and reputation; in depth knowledge and understanding of the market; innovation; engagement and effective management; influence on development of insurance practice to enhance market stability and growth; and professional standards.

Leading Philamlife to Increased Market Share

With proven leadership qualities, Mr. Cuisia steered Philamlife to another milestone year in 2004. The company posted P12.3 billion in total premiums in 2004, representing a 28.0% market share based on the latest industry data from the Insurance Commission. This is significantly higher than the 25.3% market share posted in 2003. According to Mr. Cuisia, "2004 was a good year for Philamlife. We had a remarkable 21% growth in total premiums, and an outstanding 48% growth in new business. We credit this to the strong performance of our bancassurance operations and significant sales performances of our key market segments. We also continue to benefit from our strong reputation and customer focus."

Mr. Cuisia added, "As the market leader for over half a century, Philamlife has faithfully delivered on its promises to generations of Filipino families. Beginning October 3, 2005, Philamlife will be releasing P179.5 million in education benefits, bringing the total education benefits released in 2005 to P345.2 million. Philamlife will thus have paid P619.6 million in total education benefits since 2004. "

Philamlife Platinum SuperBrand and Marketing Communications Effectiveness Awards

Mr. Cuisia's award comes on the heels of two other awards Philamlife received earlier this year: the Platinum SuperBrand award from Reader's Digest and the Marketing Communications Effectiveness Award from the University of Asia and the Pacific (UA&P) and BusinessWorld.

Last April 2005, Philamlife was named a Platinum SuperBrand by Reader's Digest in its Asia's SuperBrands 2005 survey. The survey asked consumers to evaluate companies across 40 categories and rate them according to five criteria: quality, value, strong image, trustworthiness, and understanding of customer needs. Not only did Philamlife emerge as the number one choice of consumers among local insurers, it also garnered such high scores that it was named a Platinum Superbrand for the second straight year, the only insurance company to hold this distinction.

In July 2005, Philamlife was honored during the Marketing Communications Effectiveness Awards (MCEA) for its recent advertising and marketing campaigns. The company's campaigns for the Quantum and Scholar Gold Advantage products garnered Gold and Silver awards, respectively, in the Best Small Budget Product Campaign and category.

The MCEA is an undertaking of the Institute of Communication of the University of Asia and the Pacific, in partnership with BusinessWorld and the Marketing and Opinion Research Society of the Philippines (MORES).

ISO Certification for Branch Servicing

Adding to Philamlife's list of achievements this year is the recertification of its ISO 9001:2000 accreditation, which was revised to include branch servicing beginning September 2005. Philamlife customers can now expect the same high level of customer care from Philamlife branch offices regardless of their location. Philamlife initially received ISO accreditation in 2003 for its product development process, which guarantees that the company's products are fully supported by systems and after-sales servicing units.

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The Philippine American Life and General Insurance Company is the largest and most diversified insurance company in the Philippines, and the undisputed market leader for over half a century. Philamlife offers the most comprehensive range of life and general insurance products that provide protection, savings and investments, education, accident and health coverage. Philamlife has more than a million individual and corporate policyholders, and maintains the most extensive network of offices and sales agencies nationwide.

Philamlife's affiliate business includes a wide range of diversified financial services in health care, pre-need plans, mutual funds, credit cards, banking, property and casualty insurance, and property development.

Philamlife is a member company of American International Group, Inc. (AIG), world leaders in insurance and financial services. AIG is the leading international insurance organization with operations in more than 130 countries and jurisdictions. AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer.

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TOTAL PREMIUMS - KEY PLAYERS 2003-2004

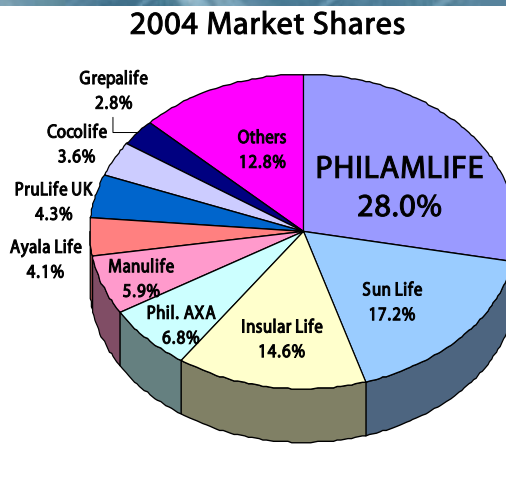
(in P millions)	Premium Income		% change
	2003	2004	
Philamlife	10,173	12,347	21.4%
Sun Life	7,415	7,568	2.1%
Insular Life	6,417	6,420	0.1%
Phil. AXA	2,627	2,994	14.0%
Manulife	2,275	2,620	15.2%
Pru Life UK	1,587	1,882	18.5%
Ayala Life	1,783	1,790	0.4%
Cocolife	1,248	1,578	26.4%
Grepalife	1,218	1,241	1.9%
INDUSTRY	40,207	44,103	9.7%

Source: Insurance Commission



TOTAL PREMIUM MARKET SHARES – KEY PLAYERS, 2003-2004

Company	Market Share	
	2003	2004
Philamlife	25.3%	28.0%
Sun Life	18.4%	17.2%
Insular Life	16.0%	14.6%
Phil. AXA	6.5%	6.8%
Manulife	5.7%	5.9%
Pru Life (UK)	3.9%	4.3%
Ayala Life	4.4%	4.1%
Cocolife	3.1%	3.6%
Grepalife	3.0%	2.8%
Others	13.7%	12.7%
TOTAL	100.0%	100.0%



Source: Insurance Commission



Philamlife Achievements in 2005

- ★ **Named Platinum SuperBrand by Reader's Digest Asia's SuperBrands Survey two years in a row (2004-2005)**
 - ✓ *Survey criteria: trustworthiness, quality, value, strong image and understanding customer needs*
 - ✓ *Platinum SuperBrand – highest award conferred on brands that hold a truly commanding lead over nearest competitors*
- ★ **Marketing Communications Effectiveness Awards**
 - ✓ *Best Small Budget Product Campaign category*
 - ✓ *Gold award for Quantum print ad*
 - ✓ *Silver award for Scholar Gold Advantage print ad*
 - ✓ *Criteria include: ability of campaign to meet desired marketing objectives, impact in promoting excellence, nobility and social responsibility.*

Philamlife Achievements in 2005

- ★ **ISO Certification for Branch Servicing**
 - ✓ *Philamlife customers can expect same high level of customer care from branch offices, regardless of location*
 - ✓ *Branch servicing (underwriting, policyowners' servicing ,claims and payments' processing) to conform to stringent performance standards for customer satisfaction*
- ★ **Education benefits paid to reach P619.6 million from 2004-2005**
 - ✓ *Beginning October 3, 2005, P179.5 million in education benefits to be released*
- ★ **Philamlife commits to build 100 houses for homeless Filipino families, in partnership with Gawad Kalinga**

Life Insurance Industry: Recent Developments

- ✪ **Documentary Stamp Taxes (DST) now based on premiums paid and not on amount of insurance coverage**
 - ✓ *Makes life insurance more affordable*
- ✪ **Expeditious Approval of Traditional Life Insurance Products**
 - ✓ *Improves responsiveness of insurance companies to the needs of the public*
- ✪ **Guidelines on Sales Illustrations**
 - ✓ *Provides a standard format of illustrating projected values for sales presentations*
- ✪ **Three year Licensing Scheme for Agents nears approval**
 - ✓ *Will free up valuable time and resources spent by agents renewing their licenses*