



**HEALTHIER, LONGER,
BETTER LIVES**

**AIA Philippines Life and General
Insurance Company Inc.**

AIA Philippines Head Office
23rd Flr AIA Tower (formerly Philam Life Tower)
8767 Paseo de Roxas,
1226 Makati City, Philippines
T: (632) 8521 6300 / (632) 8526 9200
E: customerservice.ph@aia.com
W: aia.com.ph
Customer Hotline: (632) 8528 2000

PRESS RELEASE

AIA PH GIVES NEW HOPE FOR THE BREAST WITH FREE BREAST CANCER SCREENING, AND BREAST CANCER COVERAGE

Hope for the Breast Program launched in time for Breast Cancer Awareness Month

MANILA, PHILIPPINES; 20 September 2023 – Cancer affects thousands of Filipino households, making it one of the leading causes of morbidity and mortality in the Philippines. With a cancer diagnosis, lives change overnight, making breast cancer one of the most talked about diseases. And yet, when someone close to you is diagnosed, it still comes as a shock.

No one expects to develop breast cancer, but those with family history ought to be prepared for the possibility. About five to ten percent of breast cancer diagnoses are hereditary, putting other family members at a higher risk than others. In 2021, the International Agency for Research on Cancer stated that there could be over 153,000 new cancer cases in the Philippines for the year, with 17.7 percent of that being breast cancer.

Around 64 percent of breast cancer cases are diagnosed at a localized stage, wherein the cancer hasn't spread to other parts of the body. More often than not, late detection leads to cancer that has metastasized to other parts of the body, leaving a patient with limited options for treatment. Metastatic or not, having breast cancer brings about problems for the family, mental stress both on the cost of treatment and the survival rate, among them. And if breast cancer takes a turn for the worst possible scenario, resulting in death, there are usually few financial resources left for the loved ones who are left behind.

Thankfully, there is hope.

AIA Philippines recently launched Hope for the Breast, its program that aims to protect women and their loved ones from breast cancer, spreading awareness, education, and protection from the disease. The program is the first and only one of its kind, offering support to women from protection through its recently launched product AIA Breast Cancer Protect Lite, and diagnosis and treatment through its Hope Mobi Clinic, in partnership with The Medical City.

The Hope Mobi Clinic is a truck fitted with a mammogram machine to facilitate breast cancer screening in various communities. This will be kicked off in San Juan and Pasig, and will be rolled out in other grassroot communities with low breast cancer awareness and no access to screening, which makes diagnosis a challenge. Through the Hope Mobi Clinic, the program hopes to make testing, early detection, and treatment (for those diagnosed through the Hope Mobi Clinic in selected areas), more accessible to women who are unable to avail of these services.



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Philippines Life and General Insurance Company Inc.

AIA Philippines Head Office
23rd Flr AIA Tower (formerly Philam Life Tower)
8767 Paseo de Roxas,
1226 Makati City, Philippines
T: (632) 8521 6300 / (632) 8526 9200
E: customerservice.ph@aia.com
W: aia.com.ph
Customer Hotline: (632) 8528 2000

Aside from the screening, AIA Philippines also launched AIA Breast Cancer Protect Lite, its insurance plan that can provide a fixed coverage of PHP50,000 should the insured get diagnosed with breast cancer, or passes because of breast cancer during the one-year policy term. It's an uncomplicated product where the customer only needs to fill-out the application form for the insured (must be aged 18 to 50 years old) and answer two health questions. At PHP450 for a year-long coverage, it's the first AIA Philippines product available online through their website, with the goal of making breast cancer coverage affordable and accessible to those who need it most.

A breast cancer diagnosis is a life changing illness that affects not just the patient, but especially their loved ones. While there is so much about breast cancer that is beyond our control, we can still take steps to ensure that we are protected or that we have a fighting chance. Have your monthly self-breast exams and undergo breast ultrasound screenings, especially if you're in your early 30s and with a family history of breast cancer. Take a proactive stance over what you can control and protect yourself and the ones you love so you can have a better chance at having a healthier, longer, better life.

Click [here](#) to get protected with AIA Breast Cancer Protect Lite.

###

About AIA Philippines

AIA Philippines (AIA Philippines Life and General Insurance Company, Inc.), formerly AIA Philam Life (The Philippine American Life and General Insurance Company), is the country's premier life insurance company. Originally established on 21 June 1947 and became known as Philam Life, AIA Philippines has earned the trust of customers for its financial strength, strong brand name, and ability to deliver on its promises.

AIA Philippines has PHP259.38 billion in total assets¹ and PHP72.45 billion in net worth¹ as of 31 December 2022 while serving nearly 1,000,000 individual policyholders and almost 1,000,000 insured group members.

Based on the Audited Financial Statement of AIA Philippines and BPI AIA as of 31 December 2022, the combined total premium income was at PHP32.03 billion.

AIA Philippines understands the needs of its customers and provides holistic solutions that include life protection, health insurance, savings, education, retirement, investment, group, and credit life insurance. Its subsidiaries include BPI AIA Life Assurance Corporation (formerly BPI-Philam Life Assurance Corporation), its bancassurance arm; AIA Investment Management and Trust Corporation Philippines, its trust company managing its local funds; and MediCard Philippines, its wholly-owned health maintenance organization (HMO) company.

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

¹ Based on the 2022 annual accounts Securities and Exchange Commission (SEC) filing.



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Philippines Life and General Insurance Company Inc.

AIA Philippines Head Office
23rd Flr AIA Tower (formerly Philam Life Tower)
8767 Paseo de Roxas,
1226 Makati City, Philippines
T: (632) 8521 6300 / (632) 8526 9200
E: customerservice.ph@aia.com
W: aia.com.ph
Customer Hotline: (632) 8528 2000

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 a presence in 18 markets—wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR², Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR³, and a 49 per cent joint venture in India. In addition, AIA has a 24.99 per cent shareholding in China Post Life Insurance Co., Ltd.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$276 billion as of 30 June 2023.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident 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, partners and employees across Asia, AIA serves the holders of more than 41 million individual policies and 17 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 codes “1299” for HKD counter and “81299” for RMB counter with American Depositary Receipts (Level 1) traded on the over-the-counter market under the ticker symbol “AAGIY”.

Media Contact:

Abbie L. Remo

Corporate Communications and PR Lead

AIA Philippines

Email: Abbie-D.Remo@aia.com

² Hong Kong SAR refers to the Hong Kong Special Administrative Region.

³ Macau SAR refers to the Macau Special Administrative Region.