



PhilLife Agent's Code of Ethics and Conduct and IC Market Conduct

Dear Sales Associate,

We value and continuously protect the good image and reputation of our company. All agents are expected to conduct business in ways that are not only legal but also morally upright. We cannot tolerate businesses that are garnered through questionable or illegal means. Our good standing in the industry and the public in general, would be irreversibly tainted by such illegal and immoral practices.

For the guidance of all members of our sales force, please see the attached PhilLife Agency Code of Ethics and Conduct (the "Code") and the IC 2013 Market Conduct Guidelines (the "MCG"). These guides lay down the very moral foundation of the manner by which we should ordinarily conduct ourselves in our profession of financial consultancy and as responsible Sales Associates of PhilLife. The Code as well the MCG provide a comprehensive list of prohibited actions, as well as their corresponding disciplinary consequences.

We enjoin everyone to observe and abide by the Code and MCG, for us to collectively preserve the integrity of our Company, protect the interest of insuring public and promote a much needed heightened sense of professionalism among our ranks.


MICHELLE L. AMBAGAN
SVP & Chief Operating Officer