



**FWD Product
Portfolio**
August 2023

FWD PH PRODUCTS

Brand Promise	CELEBRATE LIVING		
Vision	Changing the way people feel about insurance		
PH Corporate Narrative	FWD PH is the insurer of the next generation, supporting nation-building by offering innovative and accessible insurance products promoting financial inclusion and poverty alleviation and enabling every Filipino to truly celebrate living.		
Product Offer	FWD products are easy to understand, easy to buy, easy to claim and are designed for the consumer to empower them to celebrate living by giving them the coverage that fit their unmet needs.		
Products	Life Protection	Investment	Health/ Critical Illness
Products	<ul style="list-style-type: none"> • The One* • KanLive* • KanGuard* • Set for Tomorrow – Short Term* • Set for Tomorrow – Income Protector • Set for Tomorrow – Estate Protector 	<ul style="list-style-type: none"> • Set for Life • Manifest • All Set • All Set Higher • Dollar All Set Higher 	<ul style="list-style-type: none"> • KanMend* • Set for Health* • Vibrant

*Products available via shop.fwd.com.ph

OUR LIFE INSURANCE PORTFOLIO

Brand Promise	CELEBRATE LIVING					
Offer	FWD products are easy to understand, easy to buy, easy to claim and are designed for the consumer to empower them to celebrate living by giving them the coverage that fit their unmet needs.					
Life Portfolio	FWD offers life protection that will give yourself and your loved ones peace of mind.					
Products	The One	KanLive	KanGuard	Set for Tomorrow Short Term cover/ Digital	Set for Tomorrow – Income Protector	Set for Tomorrow – Estate Protector
Market	Mass Market, Middle, SMEs	Mass Market Middle, SMEs	Mass Market Middle, SMEs	Middle, SMEs	Middle	Middle Affluent
Positioning	Customizable insurance for GenZ to 70	Starter Life Insurance	Starter Accident Life insurance	Protect your family’s lifestyle	Protect your family’s lifestyle	Pass on your legacy
Offers	Coffee reward	<ul style="list-style-type: none"> 24/7 Konsulta MD access for 6 months Php 30k for Covid related complications 	<ul style="list-style-type: none"> 1 yr emergency service with Assist America Php 30k for Covid related complications 	<ul style="list-style-type: none"> FWD SBC Credit Card 1 year unli consultation at Medical City 	N/A	N/A
Channel	Digital, Agency, Banca	Digital, Agency, Banca	Digital, Agency, Banca	Digital, Agency, Banca	Agency, Banca	Agency, Banca
Brochure	Available in ALEX			<u>SFT - Short Term Cover and Income Protector</u>		<u>SFT - Estate Protector</u>

OUR INVESTMENT-LIKED INSURANCE PORTFOLIO

Brand Promise **CELEBRATE LIVING**

Offer FWD products are easy to understand, easy to buy, easy to claim and are designed for the consumer to empower them to celebrate living by giving them the coverage that fit their unmet needs.

Investment Portfolio FWD offers investment products that have the flexibility to adapt to Filipino’s important life milestones from life protection, wealth growth and add-on benefits to complement diverse needs.

	Single Pay		Regular Pay						
			Base plans		Marketing bundles		Generic bundles		
Products	All Set	All Set Higher/ Dollar All Set Higher	Set for Life	Manifest	Babyproof	Family Hero	Health Bundle	Life Bundle	All-in Protection
Market	Middle	Affluent	Middle	Middle Affluent	Middle Affluent	Middle Affluent	Middle Affluent	Middle Affluent	Middle Affluent
Positioning	Affordable single-pay plan	Put your money to work	Upgrade your life	Strong life protection. Smart wealth investment	Best insurance for babies. Set up for success.	Protection for the OFW family	Best of both worlds	Protection for you and your family	All-in coverage from life, death and CI.
Offers & Add-on Benefits	N/A	N/A	<ul style="list-style-type: none"> Loyalty Bonus 	<ul style="list-style-type: none"> Start-up bonus Premium Extension bonus Investment protector bonus Guaranteed milestone increase 	Base Plan +Hospital Cash Benefit	Base Plan +CI Coverage + Hospital Cash Benefit	Base Plan +CI Coverage	Base Plan +Additional Death Benefit +Waiver of Premium	BasePlan +Additional Death Benefit +CI Coverage + Waiver of Premium +Hospital Cash
Channel	Banca & Agency only.								
Brochure	All Set and All Set Higher	Dollar All Set Higher	Set for Life	Manifest	Babyproof	Family Hero			

OUR HEALTH PROTECTION PORTFOLIO

Brand Promise	CELEBRATE LIVING
Offer	FWD products are easy to understand, easy to buy, easy to claim and are designed for the consumer to empower them to celebrate living by giving them the coverage that fit their unmet needs.
Health Portfolio	FWD Health Protection plans have built-in benefits that encourage health and wellbeing. We go beyond illness coverage and deliver on our brand values of caring, committed and proactive so Filipinos can celebrate living in their best health.

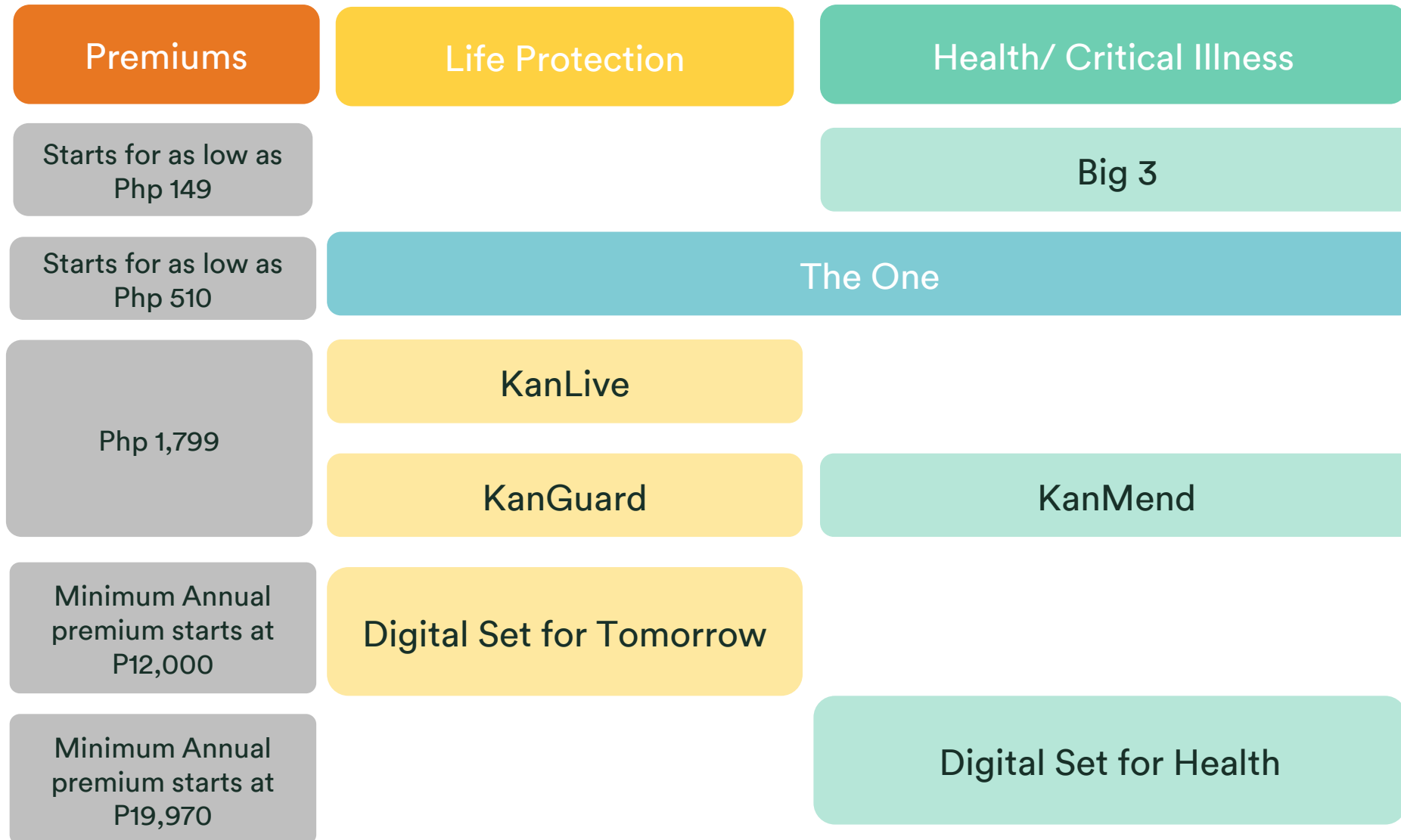
Health/ Critical Illness

Products	KanMend	BIG 3	Digital Set for Health	Set for Health	Vibrant
Market	Mass Market, Middle, SMEs	Mass Market, Middle, SMEs	Middle	Middle Affluent	Affluent
Positioning	Starter Critical Illness solution	Top 3 Critical Illness at a minimum cost.	Digitally Available health cover	Zero-waste health cover	Health protection from wellness to recovery
Offers	+ 30K covid	Exclusive reward via Giftaway	+ 1 yr unli consultation at The Medical City + FWD SBC card	N/A	N/A
Channel	Digital, Agency, Banca	Digital, Agency, Banca	Digital, Agency, Banca	Banca Agency	Banca Agency

Set for Health

Vibrant

Products available at shop.fwd.com.ph using your pURL



For more product info and collaterals visit ALEX

<https://elearning.fwd.com.ph/login/>



FWD
insurance
ALEX

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