



AIA (Cambodia) Life Insurance Plc

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Media Release

AIA High School League set to cultivate healthy lifestyles from young, discover future Cambodian football stars

Phnom Penh, 26 August 2023 - AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today kicked off their inaugural AIA High School League, which aims to encourage young Cambodians to make an active, healthy lifestyle a part of their daily routine.

The Kingdom’s leading life insurer is the three-year principal sponsor of the League, which also looks to unearth future Cambodian football stars. The competition is a collaboration with leading Cambodian Premier League club Boeung Ket and the Union of Youth Federations of Cambodia Phnom Penh (UYFCPP).

Contested from 30 August to 30 November, the 14-week tournament will see students under the age of 18 from 12 schools compete for prize money, trophies and medals.

This is the second initiative undertaken by AIA Cambodia, UYFCPP and Boeung Ket following their partnership announcement in February. The insurer is also the principal sponsor of the AIA Children’s Day Tournament, a one-day affair for under-15 students which concluded in June.

The three-way tie-up enables AIA Cambodia to remain on track to achieve their purpose of providing Cambodians with Healthier, Longer and Better Lives while reaffirming their reputation as a local champion of football and sports.

It also empowers AIA Cambodia and Boeung Ket to meet shared goals of promoting health and wellness, introducing football to more Cambodians and nurturing tomorrow’s champions. The venture aligns with UYFC’s mission to expand sport activities to boost health, bring youth together and make use of opportunities to display their sporting talents.

This marks yet another milestone for AIA Cambodia, who has championed the youth football scene since commencing operations here in 2017. Among others, they are long-term sponsors of the AIA-ISF Youth League, the nation’s largest grassroots football league and one that ensures underprivileged youth have increased access to sports and are able to build life skills.

The AIA High School League was launched at the Union of Youth Federations of Cambodia (UYFC) office here by H.E. Dr. Say Samal, UYFCPP president and Deputy Prime Minister & Minister of Land Management, Urban Planning and Construction; Secretary of State of Ministry of Education, Youth and Sport of Cambodia and National Olympic Committee of Cambodia Secretary General H.E. Vath Chamroeun; Boeung Ket president Mrs. Puth Thyda; and AIA Cambodia Chief Financial Officer Mr. Samreth Mony.



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Also in attendance were AIA management and Life Planners, representatives from UYFC and Boeung Ket and guests.

H.E. Vath Chamroeun said: “I’m confident the AIA High School League will become a vital part of our efforts to further develop the local sports scene and produce athletes and role-models of the highest caliber, as was demonstrated recently by the Kingdom’s record-breaking success at the 32nd SEA Games.

“Football is the most popular sport in Cambodia, and the League will enable more youngsters to discover the beautiful game, sharpen their skills and reach their full potential.”

H.E. Dr. Say Samal said: “We are honored to be part of the AIA High School League and play our role in ensuring Cambodian youth are on the right track towards achieving peak health. This in turn will allow them to better emerge as the pillars and backbone of the nation, which is what the UYFC hopes to achieve as part of our Federation’s mission and vision.”

AIA Cambodia Chief Executive Officer Mr. Andrew Loh said: “The AIA High School League, as with all our other activities, revolves around our purpose of helping Cambodians live Healthier, Longer and Better Lives. We also want the younger generation to discover first-hand how an active lifestyle can lead towards enhanced wellbeing.

“This tournament is targeted at teenage Cambodians as they are the ones who will one day make the Kingdom proud. Longstanding mental and physical health is a key component to achieving great things, whether in sports or any other field, and the younger they start realizing this, the more benefits they stand to receive well into the future.”

For more details on AIA Cambodia’s and its focus on football and young Cambodians, please email kh.marketing@aia.com. For information on AIA Cambodia’s comprehensive life, critical illness and accident solutions and medical coverage, do contact AIA Client Care at 086 999 242, visit aia.com.kh or browse www.facebook.com/AIACambodia.

About AIA Cambodia

AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group with branches and subsidiaries in 18 markets.

AIA Cambodia is guided by our purpose to help Cambodians live Healthier, Longer, Better Lives. Since commencing business in 2017, we’ve become the first life and health insurer to



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provide coverage on 26 critical illnesses. As among the Kingdom’s premier insurers, AIA Cambodia today offers market-leading life and health solutions for all walks of life ranging from tailor-made crucial coverage plans that include critical illnesses, accidents, medical insurance and overseas emergency assistance.

We focus on building an inclusive society that benefits from a healthy lifestyle, achieving this via community-first initiatives that include partnering the Ministry of Women’s Affairs to further empower gender equality and women’s rights and raising breast cancer awareness through our annual Fit for Hope campaign.

AIA Cambodia also uplifts thousands of underprivileged children by sponsoring the AIA-ISF Youth League - Cambodia’s largest grassroots football league. We collaborate with AIA’s global principal partner, English Premier League club Tottenham Hotspur, to ensure these children receive the education they deserve.

AIA Cambodia is the only Cambodian life insurer awarded HR Asia’s “Best Companies to Work for in Asia” for three consecutive years, from 2020 to 2022. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.

More information at www.aia.com.kh

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