



AIA (Cambodia) Life Insurance Plc
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Media Release

AIA Cambodia undertakes MoU with NOCC for inaugural AIA Pink Run to increase breast cancer awareness and celebrate Cambodia 2023 success

Phnom Penh, 5 September 2023 - AIA (Cambodia) Life Insurance Plc's ("AIA Cambodia") inaugural AIA Pink Run, an initiative with the National Olympic Committee of Cambodia (NOCC), aims to ramp up awareness of breast cancer on a nationwide scale and empower more Cambodians to rally behind the leading life insurer's Fit for Hope campaign.

NOCC Secretary General H.E. Vath Chamroeun and AIA Cambodia Chief Executive Officer Mr. Andrew Loh today signed a three-year Memorandum of Understanding on behalf of the two parties. Also in attendance was Cambodia Marathon Committee general manager Mr. Sem Phalla.

The partnership follows the recent official launch of AIA Fit for Hope, attended by its guest of honor, Minister of Women's Affairs H.E Kithi Bandith Dr. Ing Kantha Phavi.

AIA Fit for Hope, launched in 2017, was endorsed for the first time last year by the Ministry of Women's Affairs. The recognition amplifies the insurer's commitment to increase understanding of the disease, boost the importance of preventive care measures and equip Cambodian women with the knowledge to lead a healthier lifestyle.

The campaign is among the ongoing activities that reinforce AIA Cambodia's purpose of helping Cambodians live Healthier, Longer and Better Lives. It also aligns with the AIA Group's AIA One Billion initiative to help one billion people in Asia do the same by 2030.

AIA Pink Run is a step up from AIA Cambodia's yearly Pink Walk, the popular event that highlights AIA Fit for Hope, the insurer's annual breast cancer awareness drive. The largest walk of its kind in Cambodia, AIA Pink Walk was introduced in 2018 and has seen thousands of individuals coming together to fight the world's most commonly-diagnosed cancer and the second most common cancer in Cambodia.

While Pink Run will focus on raising awareness, this year's edition also celebrates the Kingdom's historic first hosting of the SEA Games and ASEAN Para Games as well as the achievements of national athletes at both events. Cambodia proved itself a host par excellence and recorded its best-ever showing, winning 81 gold medals at the SEA Games to finish fourth in the overall medal tally and eight in the Para Games with a total of 71 medals.

AIA Pink Run is to start at Wat Botum Park on 22 October. It is open to members of the public, who can take part in 10k and 5k formats or a 2.5k fun run for families and children. The theme continues to center on the color pink, the official color of International Breast Cancer Awareness month.



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H.E Vath Chamroeun said: “We are honored to be part of AIA Pink Run and together with AIA Cambodia, look forward to ensuring this year’s campaign signals the beginning of increased cancer awareness. The kick-off edition also celebrates Cambodia’s success at the 2023 SEA Games & ASEAN Para Games.

“This historical sports event concluded with great success for the Kingdom. Apart from being recognised for our event arrangement and hospitality, the record-breaking number of medals won by Cambodian athletes was the most obvious indicator of our achievement, which in turn shows the results of the intensive training they underwent to prepare for the competition.”

Mr. Andrew Loh said: “I thank the NOCC for standing with us, and I applaud their zeal and commitment in helping AIA Cambodia provide Cambodians with Healthier, Longer, Better Lives. The more people we reach out to, the better our chances of making a tangible difference in reducing the number of breast cancer cases detected here annually.”

He called on all women to perform regular self-examinations at home or get examined at medical centers as these were vital in revealing early signs and symptoms of breast cancer.

Mr. Andrew Loh added that AIA Cambodia was proud to be part of Cambodia 2023, and similar to that event which had Cambodians showing their full support, encouraged mass public participation in AIA Pink Run, where runners could count themselves as advocates of breast cancer awareness.

“I also urge the public to consider the event as a collective way of showing breast cancer patients and survivors that they are not alone, and have the best wishes and prayers of all Cambodians behind them.”

The AIA Pink Run tickets are now available. To purchase tickets or for more information, visit Cambodia Amazing Events website: <https://shorturl.at/kvRY8> or scan the QR code below:





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To stay updated on Fit For Hope, please visit AIA Cambodia's official Facebook page:
www.facebook.com/AIACambodia

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 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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