



## **AIA (Cambodia) Life Insurance Plc**

GIA Tower, 31st Floor, Sopheap Mongkul Street,  
Phum 14, Sangkat Tonle Bassac, Khan Chamkar  
Morn, Phnom Penh, the Kingdom of Cambodia

Tel: (855) 86 999 242

AIA.COM.KH

## **Media Release**

### **AIA Cambodia's AIA 100 កាប៉េ (AIA 100 Kapea) becomes first local insurance solution to cover 100 critical illnesses and conditions**

**Phnom Penh, 28 June 2024** - AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today underlined their long-term commitment to safeguarding the health and wellbeing of Cambodians with the release of AIA 100 កាប៉េ (AIA 100 Kapea), the Kingdom’s first insurance plan to cover 100 critical illnesses and conditions.

The launch marks yet another milestone for one of the Kingdom’s leading life insurers. AIA Cambodia commenced business here in 2017 and in the same year became the first insurer to provide coverage against critical illnesses. They were also the first to introduce group medical insurance with their corporate-based AIA MedCare product.

AIA 100 កាប៉េ, which updates the insurer’s well-received 26 critical-illness product, also covers diabetic-related complications, which are a significant non-communication disease in Cambodia. It additionally offers a substantial 50% payout for early-stage critical illness diagnoses, which provides immediate financial support and enables the patient to focus on recovery.

The solution also offers juvenile protection from 30 days old encompassing up to 115 medical conditions, including cardiovascular disease, cancer and chronic respiratory diseases. The plan’s value-added benefits include personalized medical case management options that provide second opinions from health experts overseas.

The latest offering from AIA Cambodia aims to strengthen the organization’s continuous improvement of its products, services and operations, all of which strengthen their purpose to help Cambodians live Healthier, Longer, Better Lives.

AIA 100 កាប៉េ also aligns with the AIA Group’s AIA One Billion initiative to do the same for one billion people in Asia by 2030 and AIA Cambodia’s ‘One Life, One Health’ initiative, which encourages Cambodians to better enjoy life by focusing on their wellbeing. Themed ‘Cherish it, Protect it’, the campaign emphasizes the insurer’s conviction that health impacts all aspects of life and is a defining factor in determining its quality.

The AIA 100 កាប៉េ launch was attended by the Director General of the Insurance Regulator of Cambodia H.E Bou Chanphirou, Mr. Huy Vatharo, Chairman of the Insurance Association of Cambodia, AIA Cambodia Chief Executive Officer Jane Tay,



**AIA (Cambodia) Life Insurance Plc**

GIA Tower, 31st Floor, Sopheap Mongkul Street,  
Phum 14, Sangkat Tonle Bassac, Khan Chamkar  
Morn, Phnom Penh, the Kingdom of Cambodia

Tel: (855) 86 999 242

AIA.COM.KH

## Media Release

AIA Cambodia management and staff, AIA Life Planners and guests.

H.E Bou Chanphirou, Director General of the Insurance Regulator of Cambodia, said: "On behalf of the Insurance Regulator of Cambodia, I extend my warmest commendations to AIA Cambodia for its commitment to serving the Cambodian people, particularly its customers, and for consistently demonstrating its dedication to developing products tailored to Cambodia's unique social, cultural, traditional and religious context."

He continued: "The AIA 100 រ៉ាំរ៉ៃ product stands out as a shining example of this approach. This comprehensive insurance solution provides policyholders with financial protection against the risks and burdens associated with severe diseases prevalent in Cambodia and offers peace of mind and security to those who are insured."

Jane Tay said: "We believe it is crucial to adapt to real-time public and industry demands. AIA 100 រ៉ាំរ៉ៃ is thus a timely solution that relieves financial burdens and offers peace of mind in an environment where noncommunicable diseases account for nearly 60,000 Cambodian deaths annually. Dealing with major medical conditions also increases out-of-pocket spending on healthcare year from year, which affects mental and physical comfort and eventually leads to a diminished quality of life."

She added: "AIA 100 រ៉ាំរ៉ៃ today joins our line-up of easily-accessible, affordable and complete solutions for Cambodians. It is also testament to our enduring commitment to invest in the Kingdom to promote socioeconomic growth, enhance individual financial protection and increase awareness about how good health and insurance work together to empower Cambodians with Healthier, Longer, Better Lives."

More information on AIA 100 រ៉ាំរ៉ៃ can be found at [facebook.com/AIACambodia](https://facebook.com/AIACambodia).

For details on AIA Cambodia's comprehensive life, critical illness and accident solutions and medical coverage, please contact AIA Client Care at 086 999 242 or visit [aia.com.kh](http://aia.com.kh).

**Media Contact**

**Ren Pisal**

**Corporate Communications Manager**

[Pisal-P.ren@aia.com](mailto:Pisal-P.ren@aia.com)