



AIA (Cambodia) Life Insurance Plc

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AIA Cambodia's AIA Corporate Cup 2025 crowns its champion

CIA First outplays 28 teams to win money-can't-buy trip to London and a shot at competing at Tottenham Hotspur Stadium

Phnom Penh, Cambodia – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today crowned CIA First International School the champions of their AIA Corporate Cup 2025, acknowledging the team as not only the Kingdom’s best corporate football side but also rewarding them with a once-in-a-lifetime trip to London.

The prize comprises a money-can't-buy opportunity to play at leading English Premier League club Tottenham Hotspur’s stadium in London to compete in the AIA Championship 2025 and attend a home match. Part of the prize is a result of the AIA Group’s long-term association with Spurs, its principal global partner.

CIA First will represent Cambodia against winners from other AIA markets and will play at Tottenham Hotspur Stadium on 11 May 2025 in an effort to bring home the overall AIA Corporate Cup.

The tournament saw CIA First challenging themselves and 28 other corporate teams from 08 December 2024 to 26 January 2025. Some of the other big names competing for the trophy were the Insurance Regulator of Cambodia, National Bank of Cambodia, Amret Microfinance Institution, Prince Bank, International School of Phnom Penh, foodpanda, KPMG, RMA Cambodia and MAKRO.

The AIA Corporate Cup 2025 is the second edition of the tournament, which seeks to uphold and enhance the health and wellness of the leading life insurer’s corporate clients. It also enables their clients to better connect and develop stronger relationships with one another and be involved in leading active, healthy lifestyles.

It is part of the WorkWell with AIA program, which aims to amplify the wellbeing of the insurer’s corporate solutions customers and empower their workforce. This is exemplified by the initiative’s proposition of Live Well, Think Well, Plan Well, Feel Well.

The tournament also aligns with AIA Cambodia’s purpose to provide Cambodians with Healthier, Longer, Better Lives and the AIA Group’s AIA One Billion initiative to do the same for one billion people in Asia by 2030.

The AIA Corporate Cup is supported by Cambodian Premier League team ISI Dangkor Sencheay FC, who is acting as tournament organizers.

Jane Tay, CEO of AIA Cambodia, said: “I congratulate CIA First on their performance and for exemplifying sportsmanship, fair play, integrity and the other aspects of football that make it the



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'beautiful game'. I also applaud the other teams and everyone else involved for their effort and time in making this edition of the AIA Corporate Cup such a success, and for joining us on this unforgettable football journey.

"We are the market leader in employee benefits, and the AIA Corporate Cup is one way we differentiate ourselves, positively impact our clients and their employees' wellbeing and create constructive engagement. AIA Cambodia also champions all sports, and the numerous mental and physical advantages football affords make it ideal in ensuring all Cambodians live Healthier, Longer, Better Lives."

How will CIA First fare when they take on the other AIA markets in the AIA Corporate Cup 2025 in London? To track their progress and stay updated, follow [facebook.com/AIACambodia](https://www.facebook.com/AIACambodia) or be part of the **Wellness@Work** Facebook group at <https://www.facebook.com/share/g/1ZoAPXEXfw/>.

More information on AIA Cambodia's health and wellness-first initiatives can be found at aia.com.kh or [facebook.com/AIACambodia](https://www.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 www.aia.com.kh

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