

**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 Celebrates 8 Years of Making a Difference

Phnom Penh, Cambodia – 02 May 2025 – AIA Cambodia proudly marks its 8th anniversary this year, a journey characterized by an unwavering commitment to enhancing the lives of Cambodians and promoting healthier communities. The company has grown from its humble beginnings into a trusted partner for hundreds of thousands of individuals and families, helping them achieve financial protection and needs, allowing them to focus on what matters most to live life to the fullest.

(Empowering Lives with Purpose): Since its inception in the Kingdom in 2017, AIA Cambodia led by our purpose of helping people live Healthier, Longer, Better Lives. Over the past eight years, the company's relentless focus has made AIA Cambodia the leader in Life and Health Insurance in the Kingdom with strong dedication to offering innovative insurance solutions and vital support services to meet the needs of its diverse customer base.

The impact of AIA Cambodia's financial solutions is best illustrated through the inspiring stories of its customers. In its 8th year in the Kingdom, AIA Cambodia has provided financial solutions to more than 130,000 families, settled 27,000 claim cases, and provided benefits and claims totalling more than 10,000,000 USD. Many have found hope and support during their toughest battles to secure their families' futures. These stories of resilience and triumph embody the essence of AIA Cambodia, a steadfast dedication to nurturing financial security, emotional well-being and community support.

AIA Cambodia acknowledges its role in contributing to the overall welfare of the nation. Over the past eight years, the company has launched numerous community initiatives, including health and education programs, and partnerships with governments and local organizations, aimed at fostering a stronger and healthier Cambodia.

Highlights include AIA Fit for Hope, the largest breast cancer awareness campaign in the Kingdom, providing free breast cancer check-ups to over 20,000 women. The AIA-ISF Youth League, the largest grassroots football initiative in Cambodia, offers over 10,000 underprivileged boys and girls a safe environment to play football, promoting health, sportsmanship, and teamwork, and opening doors to a brighter future. The Promoting Health and Financial Wellbeing for Cambodian Women project, in collaboration with the Ministry of Women's Affairs, has directly benefited more than 15,000 women and families in Kampong Cham, Battambang, Siem Reap, and Kampot.

The impact of AIA Cambodia's strong partnerships across the private sector, public sector, government, and NGOs has been instrumental in its success, enabling AIA Cambodia to reach diverse communities across Cambodia and provide a wide range of leading life and health insurance solutions and health-related initiatives.

This 8th anniversary, AIA Cambodia also celebrated its people through a historic achievement in the Cambodian insurance industry: its first-ever Top of The Table (TOT) Life Planner, a recognition awarded only to the world's top-performing insurance and financial professionals. AIA Cambodia also achieved #1 MDRT status in the Cambodian market, demonstrating its leadership with the most qualifying agents.



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These accolades are a testament to their agents' unmatched performance, integrity, and dedication to the communities they serve, further delivering on its purpose of helping Cambodians live Healthier, Longer, Better Lives.

"Our journey began with a simple purpose: to make a tangible difference and help Cambodians live Healthier, Longer, Better Lives. Today, we celebrate our success and impact through our strengths, differentiation, and unique capabilities—from strong financial performance to market-leading positions and unrivaled distribution," said Jane Tay, CEO of AIA Cambodia.

"These achievements are the result of strong partnerships across the private sector, public sector, government, and NGOs. This anniversary is not just a celebration of our past achievements, but a call to action for our future. Our journey is far from over, but with our customers' trust, we will keep striving for shared success to create a better tomorrow," Jane Tay concluded.

As AIA Cambodia celebrates this significant milestone, the company remains focused on its purpose. With plans for continuous improvement and innovation, AIA Cambodia is committed to evolving its offerings to meet the needs of its customers and enhance their quality of life and help Cambodians live Healthier, Longer, Better Lives.

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 insurer to provide coverage on 26 critical illnesses. As among the Kingdom's premier insurers, AIA Cambodia offers market-leading life and health solutions for all walks of life. These include tailor-made crucial coverage plans that range from critical illnesses and accidents to 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 five consecutive years, from 2020 to 2024. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.

In January 2024, we launched 'AIA One Life, One Health', which encourages Cambodians to better enjoy life by focusing on their health and wellbeing. The campaign keeps to our conviction that good health impacts all aspects of life and is a defining factor in determining its quality.

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Media Contact
Ren Pisal
Corporate Communication Manager
pisal-p.ren@aia.com