



AIA (Cambodia) Life Insurance Plc

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Media Release

AIA Cambodia and Ministry of Women's Affairs Extend Partnership to Empower Women's Health Through AIA Fit for Hope 2025

Phnom Penh, Cambodia – Thursday, 14 August 2025 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today announced the expansion of its strategic partnership with the Ministry of Women's Affairs, reaffirming a shared commitment to advancing women's health and empowerment across Cambodia.

First launched in 2022 under the banner “Healthier Women, Stronger Kingdom,” the partnership will now extend through 2028, expanding its reach to Kampong Thom and Takeo, alongside existing provinces: Kampong Cham, Battambang, Siem Reap, and Kampot. The initiative aims to enhance access to health education and services, with a strong focus on women's health, nutrition, financial literacy, leadership, and awareness of non-communicable diseases, particularly breast and cervical cancer.

To date, the project has impacted over **15,000 women and families**, with **11,814 women** benefiting from programs that support physical, mental, and financial well-being. This expansion aligns with AIA Cambodia's purpose of helping Cambodians live **Healthier, Longer, Better Lives**, and contributes to the **AIA One Billion** goal to improve one billion lives across Asia by 2030.

The announcement was made during the official launch of **AIA Fit for Hope 2025**, Cambodia's largest breast cancer awareness campaign. This ninth edition of AIA Fit For Hope is **part of the collaboration and endorsement with Ministry of Women's Affairs** in the three consecutive years, reaffirming their shared commitment to improving women's health across the Kingdom.

The event attended by Her Excellency Dr. Ing Kantha Phavi, marked a milestone in AIA Cambodia's partnership with the Ministry of Women's Affairs, launched in 2022 under the theme “**Healthier Women, Stronger Kingdom.**”

Since 2017, **AIA Fit for Hope** has grown into Cambodia's largest breast cancer awareness initiative, addressing a disease that affects nearly **1 in 5** Cambodian women diagnosed with cancer. In 2022, over **2,100 women** were diagnosed with breast cancer, according to the **International Agency for Research on Cancer (IARC)**. Despite its prevalence, **70%** of cases are detected at late stages due to low awareness, financial barriers, and stigma, as reported by the **Ministry of Health**. Globally, breast cancer claimed **670,000 lives** in 2022—**99%** of them women.

Most cases are preventable or treatable with early detection. AIA Fit for Hope continues to break taboos and deliver life-saving education and screenings nationwide.



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With numbers rising, this year's theme **"ACT FAST: Get Checked Early. Get Treated Early. Stay Ahead"** calls for urgent action. AIA Cambodia will offer free breast health checkups at AEON Mall Sen Sok, Rose Garden, Urban Village, GIA Tower, K Mall, Techo International Airport, partner workplaces, and across seven provinces. A key highlight will be a three-day screening event from October 17–19, 2025 at Wat Botum Park, alongside the AIA Pink Run on October 19, held in partnership with the National Olympic Committee of Cambodia.

Speaking at the event, Her Excellency Kithibandith. Ing Kantha Phavi, Minister of Women's Affairs, congratulated both parties on the achievements to date and stated:

"The success of our collaboration has led to the signing of a new Memorandum of Understanding to continue our efforts from 2026 to 2028. This next phase will expand our reach to a broader target group and include two additional provinces—Kampong Thom and Takeo. We move forward together with strength, solidarity, and purpose for *Healthier Women, Stronger Kingdom*."

She continued: "Today's campaign is not just about raising awareness among women and girls about breast cancer. It is a united effort to fight the disease and save lives—especially those of women affected by cancer."

Taking the opportunity, Her Excellency offered a heartfelt message to women battling breast cancer: "You are not alone. Build your strength, follow your treatment consistently, and persevere. Giving yourself the strength to overcome is giving hope—to yourself, your family, and all of us."

Jane Tay, Chief Executive Officer of AIA Cambodia, stated: "We're honored to continue our partnership with the Ministry of Women's Affairs through 2028. This expansion strengthens our shared mission to help Cambodians live Healthier, Longer, Better Lives by promoting physical, mental, and financial wellness."

She also thanked **InterCare Hospital, Royal Phnom Penh Hospital**, and other campaign hospital partners for providing free screenings and high-quality care.

For full details on where to get FREE screening, visit:

<https://www.aia.com.kh/km/FitForHope/checkup-schedule>

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

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26 critical illnesses and today, with our new, upgraded critical illness protection, we are also the first in the Cambodian insurance industry to offer a plan encompassing 118 conditions from their early to late stage. 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.