

**AIA (Cambodia) Life Insurance Plc**

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AIA.COM.KH

Media Release**AIA Fit for Hope 2026 Concludes Three-Month Breast Cancer Awareness Campaign with
AIA Pink Run 2026**

Phnom Penh, Cambodia – Sunday, 25th October 2026 - AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) successfully brought its three-month AIA Fit for Hope 2026 breast cancer awareness campaign to a close today with AIA Pink Run 2026, bringing 3,615 runners from 36 nationalities at Wat Botum Park in support of breast cancer awareness and early detection.

Held as the concluding activity of AIA Fit for Hope 2026, AIA Pink Run drawn out the power of sport and collective action to encourage greater public understanding of breast cancer, regular screening and the importance of early detection. Since its introduction in 2023, the AIA Pink Run has continued to grow in scale and impact, enabling more people to take part in and demonstrate their support for the fight against breast cancer.

Organised in collaboration with the National Olympic Committee of Cambodia (NOCC), the run featured 10km and 5km competitive races, alongside a 2.5km fun run that welcomed families, friends and community members of all ages. This year's event also marked the renewal of AIA Cambodia's partnership with the Cambodia Marathon Committee (CMC), reinforcing a shared commitment to promoting healthier lifestyles and holistic wellbeing through sport.

Over the course of three months (from August to October), AIA Fit for Hope 2026, with the support of the Ministry of Women's Affairs, delivered a range of initiatives aimed at increasing breast cancer awareness and expanding access to screening across Cambodia. Free breast cancer screenings were provided through AIA Cambodia's hospital partners, including Orienda International Hospital, Orange Cancer Clinic, Master International Polyclinic, Sakal Hospital, Neak Tep Hospital, Yi Kuok Hospital and KV Hospital in Phnom Penh, Siem Reap, Battambang, and Kampong Cham, alongside community level screening activities conducted by the Ministry of Women's Affairs in Kampong Thom, Takeo and Kampot. The campaign also featured a three-day breast cancer screening expo from 23 to 25 October at Wat Botum Park, health education sessions and community outreach activities focused on breast cancer prevention, early detection and treatment.

For this year (2026), approximately 5,578 women received free breast cancer screenings. The strong turnout demonstrates growing public recognition of the importance of breast cancer screening and reflects the campaign's continued positive impact on women and communities across Cambodia.

This builds on the campaign's impact in 2025, when approximately 5,320 women received breast cancer screenings and 314 women were referred for further medical consultation and follow-up after breast lumps were detected. The continued participation from year to year reflects increasing awareness among women of the importance of regular screening and taking proactive steps to protect their health.

The closing event was attended by H.E. Dr. Thong Khon, Senior Minister and President of the National Olympic Committee of Cambodia (NOCC); H.E. Vath Chamroeun, Secretary-General of NOCC; Mr. Sem

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Phalla, General Manager and Executive Director of the Cambodia Marathon Committee; Mrs. Jane Tay, Chief Executive Officer of AIA Cambodia They were joined by representatives from the Ministry of Women's Affairs, participating hospital partners and other partner organisations, as well as AIA Life Planners, employees, invited guests and AIA Pink Run participants.

Mrs. Jane Tay said: "We are incredibly encouraged by the strong support shown for AIA Pink Run 2026 and by the number of women who participated in our screening activities. Together, these demonstrate growing public awareness of breast health and the importance of early detection, while reinforcing our commitment to helping Cambodians live Healthier, Longer and Better Lives.

"Through AIA Fit for Hope, we aim to turn awareness into meaningful action by giving women access to trusted information, complimentary breast health screening and appropriate follow-up support. The campaign's continued reach and participation demonstrate the positive impact it delivers to women and communities across Cambodia.

"We thank the Ministry of Women's Affairs, the National Olympic Committee of Cambodia, the Cambodia Marathon Committee, hospital partners and all supporting organisations for helping us advance this important mission. AIA Cambodia will continue working with our partners to empower more women with the knowledge, confidence and resources they need to take proactive steps to protect their health."

Held over three months and concluding with AIA Pink Run in October, AIA Fit for Hope forms part of AIA Cambodia's ongoing commitment to advancing preventive healthcare, breast health education, early detection and active lifestyles. Since its launch in 2017, the campaign has engaged thousands of Cambodians through public awareness initiatives, educational outreach and access to preventive health services, empowering women with the knowledge and resources to make informed decisions about their health.

The campaign also supports the AIA One Billion ambition to help one billion people across Asia live Healthier, Longer and Better Lives by 2030.

For more information about AIA Fit for Hope and AIA Pink Run, visit www.facebook.com/AIACambodia.

About AIA Cambodia

AIA (Cambodia) Life Insurance Plc ("AIA Cambodia" or "Company") 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 have become the first life insurer to provide coverage on 26 critical illnesses and today, with our new, upgraded critical illness protection, we are also the first in the Cambodian

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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.

With our strong technology and digital capabilities, AIA Cambodia is advancing a digital-first customer experience, with paperless processes, integrated claims services via the AIA+ app and digital solutions that conveniently enhance our customer experience in policy management, claim submission and service support.

Beyond insurance, we are committed to building healthier and more inclusive communities. Through initiatives such as AIA Fit for Hope, the AIA-ISF Youth League and the AIA Healthiest Schools Programme, we work with partners, such as the Ministry of Women's Affairs and the Ministry of Education, Youth and Sport, to promote women's health, healthy lifestyles, child development and wellbeing, and access to education.

AIA Cambodia is the only Cambodian life and health insurer awarded HR Asia's "Best Companies to Work for in Asia" for 6 consecutive years, from 2020 to 2025. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampong Cham and Battambang.

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