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Joint Media Release

Junior Art Talent Campaign: Colour Your Way to a Better Life

Phnom Penh, 30 March 2018 – There is a reason children love to draw and colour: it is fun; it is creative; and they can show off the results to their parents. Based on a variety of research on colour psychology¹, simple colouring activities can yield a range of benefits to children's health and their social skills; such as increased fine motor skills, memory, focus and confidence. In addition, having their parents' company and recognition brings tremendous psychological benefits.

Understanding such positive impacts, Cambodian Public Bank Plc ("Campu Bank") and AIA (Cambodia) Life Insurance Plc ("AIA Cambodia") have jointly launched the Junior Art Talent Campaign, aimed at offering children of the bank's customers an opportunity to show their artistic talent.

The campaign runs until 30 April 2018. Participating families stand a chance to win generous prizes including trips to Sunway Lagoon in Malaysia, and exclusive kid football training session run by professional coaches from AIA's partner, Tottenham Hotspur, a leading football club in the English Premier League.

The Regional Head of Indo-China Operations, Datuk Phan Ying Tong, stated: "We are happy to work closely with our partner AIA Cambodia to organise the Junior Art Talent Campaign. It serves as a platform and stimuli where we can enrich the family values."

Echoing the excitement, Mr. Richard Bates, Chief Executive Officer of AIA Cambodia, said: "AIA is thrilled to bring the Junior Art Talent Campaign to Campu Bank's customers and to help bring a range of health benefits and fun family activities to participants."

All Campu Bank customers can join the campaign before 30 April, simply by visiting their nearest Campu Bank branch. For more information, Campu Bank's Customer Service Centre can be contacted via 023 428 100 and AIA Client Care at 086 999 AIA.

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¹ - Dzulkipli, M. A., & Mustafar, M. F. (2013). The Influence of Colour on Memory Performance: A Review. The Malaysian Journal of Medical Sciences : MJMS, 20(2), 3–9.

- Abbasi, M. A., Talaei, A., Talaei, A., & Rezaei, A. (2014). The Use of Appropriate Colors in the Design of Children's Room: A short review. International Journal of Pediatrics: 2(10), 305-312.

- Chris J. Boyatzis & Reenu Varghese (2010) Children's Emotional Associations with Colors, The Journal of Genetic Psychology, 155:1, 77-85, DOI: 10.1080/00221325.1994.9914760

- Arshi (2017). 13 Amazing Advantages of Colouring Pages for Your Child's Development. Retrieved 22 Mar 2018 from Mom Junction: http://www.momjunction.com/articles/amazing-advantages-coloring-pages-childs-development_0086656/#gref

About Campu Bank

Cambodian Public Bank Plc (“Campu Bank”) commenced its business in Cambodia on 25 May 1992. Presently, the Bank has a network of 30 branches: 18 in Phnom Penh, 1 each in Battambang, Bavet, Kampong Cham, Kampong Speu, Kampot, Koh Kong, Poi Pet, Preah Sihanouk, Siem Reap (2), Suong and Takhmao.

Campu Bank is a wholly-owned subsidiary of Public Bank Group which is one of the largest and strongest domestic banking groups in Malaysia with market capitalization of USD19,906 million. Campu Bank offers a full range of banking services and financial solutions including mobile banking and collection of property, vehicle and business tax.

Campu Bank’s wholly-owned subsidiary, Campu Securities Plc. offers securities underwriting, dealing and brokerage, whilst another subsidiary, Campu Lonpac Insurance Plc. provides general insurance services.

As at 31 December 2017, Campu Bank’s shareholder’s funds and asset size amounted to USD452.8 million and USD2.1 billion respectively whilst Public Bank’s shareholders’ funds and total assets size stood at USD9,220 million and USD97,539 million respectively. With the trust and strong support from the public coupled with the commitment and dedication of its staff, Campu Bank has grown to become one of the leading banks in Cambodia.

In recognition of its banking and management excellence, Campu Bank has been accorded with a number of prestigious international awards.

- "The Bank of the Year in Cambodia" for five consecutive years from 2001 to 2005, 2008, 2009, 2012, 2015 and again in 2017 for the 10th time by the Banker, London
- "Domestic Retail Bank of the Year - Cambodia" for six consecutive years from 2012 to 2017 by the Asian Banking & Finance publisher

About AIA Cambodia

AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) is a wholly owned subsidiary of AIA Group Limited (“AIA” or “the Group”), the largest independent publicly listed pan-Asian life insurance group and the second largest life insurer in the world by market capitalisation.

The Group has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 percent joint venture in India and a representative office in Myanmar. AIA is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$216 billion as of 30 November 2017. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies and over 16 million participating members of group insurance schemes.

AIA Cambodia offers differentiated life insurance products and services to meet the growing need for financial protection and long-term savings of people in Cambodia. AIA Cambodia is committed to contributing to the kingdom’s economic and social development over the long term, and help Cambodians live healthier, longer, better lives.

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