



**AIA (Cambodia) Life Insurance Plc**

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## Media Release

### **Steps towards Healthier, Longer, Better Lives: AIA Introduces AIA Running Track**

**Phnom Penh, 20 September 2018** – Stronger heart, sturdier bone and muscle structure, better brain activity: these are the many health benefits of a simple, inexpensive regular running exercise, not to mention slower aging, reduced risk of cancer and other critical illnesses.<sup>1</sup>

Recognising these health benefits, AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) introduced a publicly accessible track, dedicated for walking, jogging and running exercises. Dubbed “AIA Running Track,” it is aimed at helping Cambodians benefit from a healthy lifestyle. Runners and joggers, away from the city’s busy traffic, can enjoy the distraction-free space and feel motivated by signs of achievement every 50 meters along the track.

AIA Running Track was inaugurated and celebrated by the company’s hundreds of employees and AIA Life Planners. Speaking at the inauguration, AIA’s Regional Chief Executive Jacky Chan, said, “AIA commits to helping people live healthier, longer and better lives, and Cambodians are no exception. People here are increasingly aware of their health, and we are here to help them kick start, maintain, and enhance their healthy lifestyles. The AIA Running Track introduced today is an effective and freely accessible platform for people here to do just that.”

Richard Bates, Chief Executive Officer of AIA Cambodia, agreed saying, “Right from the start, AIA Cambodia puts people’s wellbeing at the center of everything that we do. The AIA Running Track adds to many of AIA’s efforts to make a positive difference in people’s lives by promoting healthy living. We believe that this running track will not only assist but also inspire people to take steps toward a healthier lifestyle.”

The AIA Running Track stretches over 850 meters along the bank of Chaktomuk River, between the Chaktomuk Conference Hall and Phnom Penh-Arey Ksatr pier. It is open to the general public, free of charge.

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<sup>1</sup>Friedenreich, C. M., & Orenstein, M. R. (2002). Physical activity and cancer prevention: Etiologic evidence and biological mechanisms. *The Journal of Nutrition*, 132(11), 3456S-3464S.

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Ahlskog, J. E., Geda, Y. E., Graff-Radford, N. R., & Petersen, R. C. (2011, September). Physical exercise as a preventive or disease-modifying treatment of dementia and brain aging. In *Mayo Clinic Proceedings* (Vol. 86, No. 9, pp. 876-884). Elsevier.

## **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 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\$221 billion as of 30 June 2018. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 32 million individual policies and over 16 million participating members of group insurance schemes.

AIA Cambodia offers market-leading 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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