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AIA (Cambodia) Life Insurance Plc

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## Media Release

### AIA Cambodia Celebrates AIA Centennial

#### 100 Years with 1 Promise: Helping Cambodians Live *Healthier, Longer, Better Lives*

**Phnom Penh, 19 January 2019** – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today announced the launch of its 100 Football Fields initiative to celebrate the Centennial of AIA Group Limited (“AIA”) at Sokha Phnom Penh Hotel & Residence. Under the theme of “100 Years with 1 Promise”, more than 4,000 people—customers, staff, AIA Life Planners and many others—were invited to join AIA for a variety of activities to reinforce AIA’s commitment to helping people live healthier, longer, better lives.

The event centred around a 1km run by a team of AIA100 Champions, which comprised special individuals affiliated with AIA including employees, AIA Life Planners, customers, doctors, nurses, athletes and celebrities. They carried the AIA “Centennial Baton”, which celebrates AIA’s past by featuring a design of its very first Life Policy and which also incorporates modern-day distance-tracking technology.

Participants of the event were offered a free health check-up and consultation. There was also a Healthy Living Gallery offering valuable tips on nutrition, physical fitness, mental wellbeing, work-life balance and healthy living environment. In addition, there were dozens of family activities running through the entire day.

AIA Cambodia CEO Richard Bates said: “We are proud to be the first AIA market celebrating an important milestone in the history of the AIA Group, a 100-year journey that has impacted millions of lives for the better. I’m also particularly excited to be marking our Centennial by rolling out our new 100 Football Fields initiative. We will provide 100 schools across Cambodia with equipment to enhance their football fields and help instil a love of sport and healthy living in the next generation.”

AIA Cambodia’s 100 Football Field initiative will equip 100 primary schools across the country with each eligible school receiving 2 goal posts, 4 A-boards, 10 footballs, 30 bibs and 40 cones. Primary schools can apply and learn more about the programme on AIA Cambodia’s official Facebook page.

The AIA Centennial Baton is a metaphor for AIA’s 100-year journey and will travel across all of AIA markets; from Cambodia, the youngest business, all the way back to Shanghai where the story began, and finishing its journey in Hong Kong, home of the AIA Group.

Jacky Chan, Regional Chief Executive of AIA Group, said: “AIA’s origins can be traced back to 1919 in Shanghai, and to see the business flourishing in a new market like Cambodia makes everyone at AIA extremely proud. As we look to the next 100 years, we feel our commitment to helping people live healthier, longer, better lives could not be more relevant.”

In 1919, American entrepreneur Cornelius Vander Starr began an insurance business which laid the foundation of today’s AIA Group. 100 years on from those early origins, AIA has become the largest independent publicly listed pan-Asian life insurance group. AIA Cambodia, as part of the AIA Group, is proud to be celebrating this significant 100-year milestone in a courageous journey of pioneering spirit, which has seen extraordinary growth and success. And, of course, our journey continues.



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### **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 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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