



សុខភាព និងជីវិត  
តែនៅតែប្រសើរ

AIA (Cambodia) Life Insurance Plc

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## Media Release

### Cambodia's Most Comprehensive Life Insurance Solution:

### AIA Cambodia Upgrades Its Protection to Cover 26 Conditions at No Extra Charge

**Phnom Penh, 10 January 2019** – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) launched a major upgrade to its market-leading life insurance solution AIA សម្រាប់ជីវិត (Samrab Chivit) today as part of the celebration of AIA Group Limited’s (“AIA”) Centennial year. Originally launched in May 2017, AIA សម្រាប់ជីវិត was the first-ever life insurance solution in Cambodia to provide coverage from early to late stage against a range of critical illnesses, such as cancer, stroke, liver, lung and heart diseases. It has now been enhanced to cover kidney disease and major organ transplantation, including that of pancreas—26 conditions in total. Both new and existing customers will enjoy the added coverage at no added charge, further establishing AIA សម្រាប់ជីវិត as the Kingdom’s most comprehensive solution for critical illnesses.

AIA Cambodia CEO Richard Bates said: “2019 is AIA’s Centennial year, so we are proud to mark the occasion by providing a tangible upgrade to our first-of-its-kind life insurance solution AIA សម្រាប់ជីវិត while further underlining our commitment towards helping Cambodians live healthier, longer, better lives.” Mr. Bates added that, for existing customers, there would be no additional measures or screening in order to receive the upgraded coverage, ensuring that people will get easy access to potentially life-changing treatments should they fall sick in later life.

The upgrade intends to tackle the growing problem of both kidney disease and the need for organ transplants in Cambodia. According to data from the World Health Organization (WHO), there were nearly 2,500 deaths attributed to kidney disease in 2017 alone,<sup>1</sup> while kidney transplants are “by far the most frequently carried out transplantation globally.”<sup>2</sup>

Treatment for kidney disease can potentially run into the tens of thousands of dollars and may require regular dialysis treatment, which filters the blood of impurities like a healthy kidney. Also, in Cambodia kidney specialists and necessary equipment are not widely available across the country. These make the need for comprehensive insurance vital to combat the disease successfully.

An important cure for late-stage kidney disease is a transplant, which is now included in AIA សម្រាប់ជីវិត along with all other major organs, making it the most powerful solution for regaining health in the event of serious illness.

AIA សម្រាប់ជីវិត will also continue offering coverage against many other critical and non-communicable diseases, such as cancer, stroke, liver, lung and heart diseases, which are currently at an uncomfortably high rate in Cambodia and are responsible for an astounding 64% of all premature deaths, according to the WHO.<sup>3</sup>

<sup>1</sup> World Life Expectancy (2018). *Health profile: Cambodia*. Retrieved on 09 January 2018 from <https://www.worldlifeexpectancy.com/country-health-profile/cambodia>

<sup>2</sup> World Health Organisation (2018). *Human organ transplantation*. Retrieved on 09 January 2018 from <https://www.who.int/transplantation/organ/en/>

<sup>3</sup> World Health Organisation (2018). *Cambodia*. Retrieved on 09 January 2018 from [https://www.who.int/nmh/countries/khm\\_en.pdf](https://www.who.int/nmh/countries/khm_en.pdf)

With AIA សម្រាប់ជីវិត's additional protection, it is now easier and more cost-effective for Cambodians to access comprehensive protection and live longer, more fulfilling lives without the burden of financial stress should they fall sick.

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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 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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