



AIA (Cambodia) Life Insurance Plc

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Media Release

Continuing Growth Journey: Energised AIA Life Planners Commit to Protect More Cambodian Families

Phnom Penh, 11 January 2020 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) held a highly participated event today, aiming to celebrate AIA Life Planners’ positive impact on Cambodians’ lives and to motivate them to help even more people in this new year. The 2020 kickoff was held at the Raffles Hotel Le Royal in Phnom Penh and was attended by AIA’s top management staff, including Regional Chief Executive (“RCE”) Tan Hak Leh and AIA Cambodia CEO Pauline Teoh.

The overarching emphasis of the new year kickoff was about the company’s immense growth—a reflection of last year’s incredible performance by AIA Life Planners who achieved an incredible fourfold increase in the size along with a noticeable year-on-year increase in overall business performance in the previous year.

Pauline Teoh, AIA Cambodia’s CEO, said: “2019 was an extraordinary year for AIA Cambodia, so it’s fitting that we start 2020 first by celebrating last year’s achievements and then looking forward to what we hope will be an even more rewarding year of growth. The achievement from last year I’m particularly proud of is the significant increase in our annualized new premium, which is a marker of the substantial amount of long-term trust that Cambodians are continuing to place in AIA for their future financial security and wellbeing for generations to come. And this owes much to everyone at AIA, especially the AIA Life Planners.”

Reflective of this thankful acknowledgment, the event announced the recognition of 19 AIA Life Planners who achieved the world-renowned membership of the Million Dollar Round Table (“MDRT”) for 2019, with Mrs. Keo Sochenda qualifying for the even more prestigious Court of the Table (“COT”)—a feat she has now achieved for two consecutive years.

MDRT membership is recognised internationally as the standard of excellence in the life insurance and financial services industries, and is awarded based on exceptional professional knowledge, strict ethical conduct and extraordinary client service. To qualify for the COT membership, AIA Life Planners must achieve three times the base production requirement of MDRT members.

Mrs. Keo Sochenda said: “I feel so honoured to have qualified for the Court of the Table for two years in a row. It has been an incredible journey and I could not have achieved such a feat without my customers’ trust and the incredible support I have received both from my team and from AIA as a company. Now I can’t wait to achieve even more in 2020.”

Keynotes from AIA Cambodia CEO Pauline Teoh and RCE Tan Hak Leh during the event outlined exciting plans for the year ahead, with a central focus on implementing new value-added and needs-based offers to help protect customers by providing them with long-term financial security. There was also a steadfast reinforcement of AIA Cambodia’s commitment to helping people live healthier, longer, better lives, primarily through dedication from staff, brand-new offers and support from AIA Group and local partners, including the Cambodian Public Bank and Amret Microfinance Institute.

Looking ahead to 2020, there was a critical note on how AIA Cambodia will continue to grow its footprint in Cambodia with new offices, continuing a trend evident last year with the launch of a new office in Siem Reap. This would offer more Cambodians than ever before the opportunity to access AIA's renowned international-leveled service and market-leading life insurance solutions.

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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.

AIA has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong SAR, Thailand, Singapore, Malaysia, Mainland China, South Korea, the Philippines, Australia, Indonesia, Taiwan (China), Vietnam, New Zealand, Macau SAR, Brunei, Cambodia, Myanmar, a 97 per cent subsidiary in Sri Lanka, and a 49 per cent joint venture in India. 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\$256 billion as of 30 June 2019. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 34 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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