



**AIA (Cambodia) Life Insurance Plc**

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## Media Release

### **AIA Cambodia partners with Medix to offer personalized care and support in the event of a cancer diagnosis**

**Phnom Penh, 09 March 2021** – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today entered into an exclusive partnership with leading global health management company Medix to offer individuals suspected of or diagnosed with cancer personalized support and care throughout their medical journey.

The collaboration, which optimizes health outcomes, will provide new and existing AIA customers with access to Medix’ renowned Personal Medical Case Management (PMCM) – a comprehensive service that offers tailored support from diagnosis through treatment and all the way to full recovery.

The exclusive, value-added service offered free to eligible customers ensures they feel confident about the treatment they receive, anywhere in the world. Those eligible for PMCM are appointed a dedicated Case Manager Doctor and Nurse and have access to a quality, accredited network of more than 4,000 leading global specialists and 2,000 top international hospitals, all while receiving ongoing personal guidance, support and emotional care.

With PMCM, an AIA policyholder looking to make objective choices can rely on advice from local and international specialists about the medical options available as well as receive consolidated recommendations and ongoing supervision.

Ms. Pauline Teoh, Chief Executive Officer of AIA Cambodia said: “No one should make serious and challenging decisions without the right information and knowledge, especially when faced with a potential life-threatening situation as cancer.

Via our strategic partnership with Medix and their proven outcomes, AIA Cambodia looks to alleviate our customers’ financial and emotional worries by presenting them with the best possible options at every step of their journey. This, in turn, allows them to fully concentrate on what really matters – their health and full recovery.”

“With PMCM our customers can make optimal healthcare choices that fit their requirements. With numerous benefits that continuously build and maintain customer confidence, coupled with Medix’ unparalleled case management expertise, PMCM is a major leap forward towards fulfilling AIA’s brand promise of providing everyone with healthier, longer, better lives,” she continued.

Sigal Atzmon, Medix Founder & Chief Executive Officer shared similar sentiments, saying the partnership would not only serve as a game-changer for AIA Cambodia but offer its customers a wealth of personalized, quality-driven and objective options that would help them navigate their medical journey and optimize outcomes.

“While this partnership differentiates AIA’s portfolio of customer health and wellness from other insurers, the key takeaway here is that our shared commitment, and AIA Cambodia’s vision to improve the lives of all Cambodians, will empower their customers to make informed, quality-driven decisions about their condition and make a real difference in their lives.

Today, insurance is much more than just paying claims and we are proud of the role that Medix plays in further enhancing the relationship between AIA and its customers to provide them with the confidence, clarity and control they need and help them get back to living.”

To discover how Personal Medical Case Management can make a difference to a life-changing condition, please contact an AIA Life Planner /Client Care at 086 999 242 or visit [aia.com.kh](http://aia.com.kh).

### **About AIA Cambodia**

*AIA Group Limited and its subsidiaries (collectively “AIA” or the “Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It 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 99 percent subsidiary in Sri Lanka, and a 49 percent joint venture in India.*

*The business that is now AIA was first established in Shanghai a century ago in 1919. It 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\$284 billion as of 31 December 2019.*

*AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 36 million individual policies and over 16 million participating members of group insurance schemes.*

*AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).*

### **About Medix**

*Established in 2006, [Medix](#) is a global & leading provider of innovative, high quality, medical management solutions. With offices in London, Hong Kong, Shanghai, Singapore, Jakarta, Kuala Lumpur, Bangkok, Mumbai, Melbourne and Tel Aviv; Medix’ client base exceeds 6 million members, spread in over 90 countries. As a Shared Value company, Medix services offer its clients, primarily global health & life insurers, financial groups, large corporates and governmental institutions, significant added values in the world of healthcare, helping them to transform their approach from being just health payers to become real health players. Medix’ team is comprised of 300 in house doctors alongside nurses, medical admin, research teams and a quality accredited global network of over 4,000 specialists and 2,000 leading hospitals.*

*Medix is proud to share that we provide our customers and patients with proven better medical outcomes while controlling medical cost inflation: on a yearly average, Medix has changed the initial diagnosis in 20% of the cases and improved treatment in 43% of the cases; By doing so, Medix provided its customers with a fast track solution to the right diagnosis and optimised treatment pathways.*

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*With the view that digital health will continue to impact and disrupt the way health care is provided and consumed, the Medix Group has decided to launch a Venture Capital Fund, Medix Ventures, aiming to innovate and capitalize on the opportunities within the digital health space. Believing that the accessibility, quality and sustainability of medical care are one of the most important components of social rights, Medix is very passionate about these issues and is globally fully dedicated to these activities.*

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