



AIA (Cambodia) Life Insurance Plc
12th Floor, Exchange Square,
Street 106 – 61, Sangkat Wat Phnom,
Khan Daun Penh,
Phnom Penh, Kingdom of Cambodia
AIA.COM.KH

Media Release

AIA Cambodia and Campu Bank extend partnership to help customers live healthier, longer, better lives

Phnom Penh, 12 November 2021 - AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) and Cambodian Public Bank Plc (“Campu Bank”) are extending their bancassurance partnership to help the Kingdom increase its insurance penetration and offer customers more comprehensive, long-term financial solutions.

AIA Cambodia is Campu Bank’s exclusive bancassurance partner. The strong partnership, which commenced in 2017 and has now been extended for another 15 years, will build on the success of the existing collaboration. It will see both organizations deliver added value to customers, raise insurance awareness and strengthen what is already the leading bancassurance partnership in Cambodia.

With the extension, Campu Bank customers can continue to conveniently access AIA Cambodia’s insurance products and consultation as well as look forward to future offerings, promotions and services from both parties. The partnership acts as a one-stop service for individuals and corporations to access a full suite of high-quality banking and life insurance solutions geared towards fulfilling their financial needs.

The signing ceremony, attended by top management from both sides, also saw the inaugural partnership’s first four customers join in the proceedings. All of them expressed their happiness and satisfaction at obtaining financial protection that continues till today.

At the signing ceremony, Mr. Andrew Loh, Chief Executive Officer of AIA Cambodia said: “Our partnership not only strengthens our commitment to customers but allows us to intensify our efforts to help people live healthier, longer, better lives. Thanks to Campu Bank, we are now in a stronger position to inform more Cambodians about the importance of life insurance and offer them a beneficial financial platform that safeguards their well-being into the future.”

Mr. Ong Ming Teck, Chief Executive Officer of Campu Bank said: “Our collaboration with AIA Cambodia will further complement a convenient, comprehensive financial experience. Campu Bank has always been in the forefront in customer excellence and will continue to provide innovative services and products that place our customers’ needs first. This extension will certainly help them meet more of their savings and protection requirements.”

To mark this special milestone and make the partnership more meaningful, AIA Cambodia and Campu Bank will jointly contribute \$10,000 to AIA Cambodia’s Fit for Hope campaign, which raises nationwide awareness on breast cancer every October.

For more information on AIA Cambodia’s offerings via Campu Bank and how they can work to your financial advantage, please contact AIA Client Care at 086 999 242 or visit aia.com.kh.



AIA (Cambodia) Life Insurance Plc
12th Floor, Exchange Square,
Street 106 – 61, Sangkat Wat Phnom,
Khan Daun Penh,
Phnom Penh, Kingdom of Cambodia
AIA.COM.KH

Media Release

About AIA

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 - wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR⁽¹⁾, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR⁽²⁾ and New Zealand, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$326 billion as of 31 December 2020.

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, AIA serves the holders of more than 38 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 Campu Bank

Campu Bank commenced its business in Cambodia on 25 May 1992 and presently has 31 branches in Phnom Penh and major cities in Cambodia. As at 31 December 2020, Campu Bank's paid-up capital of USD90 million is one of the highest among the commercial banks in Cambodia while its shareholder's funds and asset size amounted to USD630.9 million and USD2.7 billion respectively. With the continued trust and support from its customers coupled with the strong commitment and dedication of all staff, Campu Bank has grown to become one of the leading banks in Cambodia.

In recognition of its banking and management excellence, Campu Bank has been accorded with a number of prestigious international awards including:

- *“Bank of the Year Cambodia” by The Banker, London (2001 to 2005, 2008, 2009, 2012, 2015, 2017, 2018 and 2020)*
- *“Domestic Retail Bank of the Year - Cambodia” by Asian Banking & Finance (2012 to 2020)*
- *“USD Straight-Through-Processing Excellence Award” by Bank of America Merrill Lynch, New York (2017 to 2020)*
- *“Best Bank for SMEs in Cambodia” by Asiamoney (2019)*



AIA (Cambodia) Life Insurance Plc
12th Floor, Exchange Square,
Street 106 – 61, Sangkat Wat Phnom,
Khan Daun Penh,
Phnom Penh, Kingdom of Cambodia
AIA.COM.KH

Media Release

- *“Leadership in Average Spend Visa Affluent Credit” and “Leadership in Credit Payment Volume” by VISA (2020)*

Campu Bank is a wholly-owned subsidiary of Public Bank Group which is one of the largest and strongest domestic banking groups in Malaysia. As at 31 December 2020, Public Bank Group is the largest non-governmental linked company in Malaysia with a market capitalization of USD19,859 million. Public Bank has 265 branches in Malaysia and overseas banking operations in Cambodia, the People's Republic of China, Hong Kong, Vietnam, Laos and Sri Lanka.

Media Contact

Meng Daneth

Senior Marketing Manager

Daneth-d.Meng@aia.com

Bun Chanraksmeay

Senior Manager

bun.chanraksmeay@campubank.com.kh