



AIA (Cambodia) Life Insurance Plc
12th Floor, Exchange Square,
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Khan Daun Penh,
Phnom Penh, Kingdom of Cambodia
AIA.COM.KH

Media Release

AIA Cambodia's 2021 Fit for Hope campaign continues to raise awareness of breast cancer, offers support to patients

Phnom Penh, 21 October 2021 - AIA (Cambodia) Life Insurance Plc's ("AIA Cambodia") recently-launched Fit for Hope 2021 campaign continues its commitment to raise more awareness of breast cancer and offering support to patients while calling for the public to join the insurer and the Sihanouk Hospital Center of Hope (SHCH) in combatting the deadly disease.

Held in conjunction with international Breast Cancer Awareness Month, the initiative empowers women to learn about the disease, its impact and how early detection can save lives. It asks that they pay more attention to their bodies and take matters into their own hands by reading up on available information, conducting self-examinations and consulting their doctor with any questions or concerns.

Launched in partnership with SHCH, Fit for Hope will see the insurer commit to raising awareness about the non-profit hospital and supporting it financially. As a goodwill gesture to SHCH on behalf of AIA customers, and to also allow customers to both protect themselves and give back to society, AIA will contribute 5% from premiums collected from any policy purchased with attached cancer coverage to the hospital during the campaign period of 21 October to 31 December 2021.

AIA is also encouraging public donations to allow SHCH to continue offering free screenings and other diagnosis and treatment procedures to those unable to pay. The insurer has benefits in store for customers and non-customers as well. These comprise a year's Double Coverage on Cancer, which covers other critical illnesses including breast cancer, for the purchase of any policy with a year-long critical illness rider, and free breast cancer coverage worth \$1,000 to be provided to up to 3,000 women selected from members of the public.

Mr. Andrew Loh, Chief Executive Officer of AIA Cambodia said: "While all attention today is understandably on COVID-19, we would like to remind women, especially those above the age of 40 or at higher risk, to be simultaneously aware of breast cancer and its consequences. They should follow medical advice, which AIA Cambodia will also share on our Facebook page in various forms, because early detection makes it easier to treat and offers a higher chance of recovery.

"AIA aims to create and maintain continuous public awareness that breast cancer is the second most common cancer in Cambodia after cervical cancer. Mortality rates can be reduced, however, by obtaining timely, pertinent information on the disease, taking preventive measures and making use of the free screenings, education, counselling and treatment selflessly offered by SHCH, which operates the nation's longest-running breast cancer program."

To date, Fit for Hope has raised close to \$60,000 in donations for SHCH, engaged the public via online and on-ground events, launched educational videos, held free screenings and health consultations and released an official campaign anthem. These activities were complemented



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with a social media app, seminars, talks, a concert and outreach programs at markets and universities, among others.

According to the World Health Organization's International Agency for the Research on Cancer (IARC), breast cancer became the world's most commonly-diagnosed cancer in 2020 and the most common cause of cancer death in women. The IARC says 1,877 cancer cases were reported in Cambodia last year, comprising 18.9% of all new cases in Cambodian females of all ages.

For more information on AIA Cambodia's Fit for Hope campaign and their offers, please contact AIA Client Care at 086 999 242 or visit aia.com.kh.

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").

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