



AIA (Cambodia) Life Insurance Plc
12th Floor, Exchange Square,
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AIA.COM.KH

Media Release

“AIA Easy & Fast”: AIA Cambodia launches its digital life insurance sales platform

Phnom Penh, 16 July 2021 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today launched its fully-digital life insurance platform, setting yet another milestone for the insurer and simultaneously cementing their standing as a multinational wholeheartedly embracing online solutions and processes.

AIA Ngeay Ngeay Lern Lern (AIA Easy and Fast) is an end-to-end sales platform that offers Cambodians quick, easy-to-access financial protection. It allows customers to use smartphones, laptops and other similar devices to purchase basic life insurance products without going through a salesperson.

The unique platform currently offers AIA Karpear Pakthom, a family financial protection plan that supports a policyholder’s loved ones in the event he or she passes away or is totally disabled. More products with affordable premiums will be added in the near future.

Mr. Andrew Loh, Chief Executive Officer of AIA Cambodia said: “AIA Cambodia has continuously pioneered the use of innovative financial protection solutions that are convenient, secure and accessible. The launch of AIA Ngeay Ngeay Lern Lern and its range of insurance products that anyone can quickly and easily purchase via their mobile devices or laptop is testament to this.”

“This digital sales platform complements and enhances our primary aim, which is to help our customers Live Healthier, Longer, Better Lives. Harnessing and keeping abreast of technology is not only a must from a business sense, but is also key in ensuring we offer our customers and the communities we operate in products and services that make a difference to how they go about their daily lives,” he added.

AIA Ngeay Ngeay Lern Lern is not the first time AIA Cambodia has championed a technology-based approach. During the height of the COVID-19 pandemic in April last year, their Virtual Face-to-Face sales and business development process was deployed to allow customers access to insurance solutions and obtain advice despite social distancing measures.

Other efforts to leverage technological resources has the company equipping its Life Planners with advanced online tools as well as providing extensive training sessions to support uninterrupted customer service and business operations.

To discover how AIA Ngeay Ngeay Lern Lern can easily save you time and effort while providing you added peace of mind, 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 –

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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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