



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

Media Release

AIA Cambodia's 2021 Fit for Hope breast cancer awareness campaign wraps up with increased moral and financial support

Phnom Penh, 14 February 2022 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) officially closed their 2021 Fit for Hope breast cancer awareness campaign with a handover of \$40,557 to beneficiary Sihanouk Hospital Center of Hope (SHCH).

Funds raised will help screen nearly 2,605 cases, treat more than 2,210 cases, and print around 83,300 fliers to increase breast cancer awareness. Fit for Hope, held from October to end of December last year, saw funds coming in via public donations as well as from AIA Cambodia's customers, Life Planners, and staffs, Cambodian Public Bank Plc (“Campu Bank”) and Amret Microfinance Institution (“Amret MFI”).

AIA Cambodia, a leading advocate of raising breast cancer awareness in the Kingdom, also contributed 5% from premiums collected from policies purchased with attached cancer coverage during the campaign period. This was implemented as a goodwill gesture on behalf of their customers and to enable policyholders to give back to society.

SHCH, represented by Mr. Yan Sadin, received a mock cheque for the amount from Mr. Andrew Loh, Chief Executive Officer of AIA Cambodia during a presentation ceremony. Mr. Ong Ming Teck, CEO of Campu Bank, and Mr. Alan Wee, CCO Amret MFI, as well as AIA Life Planners and staffs were also in attendance.

Mr. Andrew Loh said: “We thank all the individuals and organizations such as Campu Bank and Amret Microfinance who donated and are making a difference to the welfare of hundreds of breast cancer patients nationwide. It is indeed heartwarming that so many generous Cambodians from different walks of life came together to support our cause despite the economic and social circumstances caused by the pandemic last year.

“We especially thank SHCH for working with us. It is an honor to partner an organization that has achieved so much to highlight the impact of breast cancer and one that offers medical and financial support via free, high-quality screenings, counselling, and treatment.

“AIA Cambodia believes that increased awareness of risks, early signs and symptoms can play a key role in reducing mortality rates, and we hope that women understand these factors, take the necessary preventive measures and make full use of SHCH's services.”

SHCH's Mr. Yan Sadin said: “AIA Cambodia's efforts to support SHCH will hopefully result in more women undergoing screening. Many Cambodians delay doing so for numerous reasons, and we hope that Fit for Hope's mission to increase public awareness and share



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information will encourage them to step forward at an early stage to reduce breast cancer incidence and increase the success rate of treatment.”

Fit for Hope, held annually in conjunction with Breast Cancer Awareness Month, was first organized with the non-profit hospital in 2017. SHCH, which commenced operations in 1996, operates the nation's longest-running breast cancer program and offers free screenings and other diagnosis and treatment procedures for those unable to pay (TBC by HOPE).

The 2021 campaign, which saw more than 617 women take up AIA Cambodia's offer of free breast cancer screenings, empowers women to learn about the disease and how early detection makes it easier to treat, offers a higher chance of recovery and saves lives. It asks that they pay more attention to their bodies and take matters into their own hands by conducting self-examinations, reading up on available information and consulting their doctor with any questions or concerns.

In 2020, the International Agency for the Research on Cancer revealed that breast cancer had become the world's most commonly diagnosed cancer. It is today the most prevalent cause of cancer death in women and the fifth most common cause of cancer death overall.

For more information on how AIA's life and critical illness solutions can protect your family and you, 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, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei and Macau SAR⁽²⁾, 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\$330 billion as of 30 June 2021.

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.



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Through an extensive network of agents, partners and employees across Asia, AIA serves the holders of more than 39 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”).

Remark:

- (1) Hong Kong SAR refers to the Hong Kong Special Administrative Region*
- (2) Macau SAR refers to the Macau Special Administrative Region*