



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 celebrates five years and beyond of helping Cambodians live healthier, longer, better lives

Phnom Penh, 6 May 2022 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) today celebrated five years of helping Cambodians live Healthier, Longer and Better Lives by affirming their long-term commitment to the Kingdom and its people.

The leading life insurer has impacted Cambodians since setting up operations here in 2017 via leading-class products, exemplary customer service and wellness-based public programs. These have resulted in an increased awareness of the value of insurance and a better understanding of how good health is key to a productive, fulfilling lifestyle.

Looking ahead, AIA Cambodia will build capacity to provide enhanced financial protection nationwide and grow the market to further contribute to the nation’s socio-economic development and increase insurance penetration. Plans will also focus on more innovative products and services to help Cambodians plan, save and secure themselves financially.

The insurer’s anniversary coincides with the AIA Group’s AIA One Billion initiative, which aims to help 1,000,000,000 people in Asia live healthier, longer and better lives by asking them to embrace a healthy lifestyle and secure a healthier planet.

Today’s gala celebratory dinner at the Hyatt Regency Phnom Penh was attended by His Excellency Bou Chanphirou, the Director General from the Insurance Regulator of Cambodia; Mr. Tan Hak Leh, Regional Chief Executive Officer of the AIA Group; Mr. Stuart Spencer, Group Chief Marketing Officer of the AIA Group; AIA independent directors, Dr. Sok Siphana & Mr. Matthew Rendall; stakeholders; business partners; customers; life planners; and AIA Cambodia management.

In his congratulatory speech, His Excellency Bou Chanphirou said: “AIA Cambodia is among the leading life insurance companies here driving market growth. Their achievements result from strong leadership by board members and the management team, and the good performance of staff. I appreciate their effort over the years and look forward to more success in the future.”

At the dinner, Mr. Andrew Loh, AIA Cambodia’s Chief Executive Officer said: “I’m thankful for the support from the Ministry of Economy and Finance, the Insurance Regulator of Cambodia, customers and everyone else who helped us overcome challenges and set new milestones during the last five years. We look forward to strengthening our existing relationships and building new ones as we journey together to make a difference to the lives of Cambodians.”

He also thanked AIA Cambodia’s management, Life Planners, staff and business partners for their efforts and time to position the company as among the nation’s leading life insurers.

“I’m extremely honored to work with our team. Their determination to overcome obstacles, will to spread awareness on the importance of insurance and confidence in the company and their work are



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traits to be applauded, appreciated and emulated,” he said. “And my thanks to our business partners for their trust and collaboration, which have permitted us to deliver on our promise to provide customers with the world-class experience they deserve.”

While acknowledging their successes, Mr. Andrew Loh is confident that there will be more future opportunities. Higher standards of living and a widespread increase in the awareness of the importance of health and wellness following the pandemic have resulted in a population more informed about the significance of financial protection in safeguarding themselves.

“These factors drive our purpose of helping Cambodians live healthier, longer and better lives,” he said. “We achieve this by leveraging market familiarity, our Life Planner expertise and technological advancements to offer them comprehensive, compelling propositions via their choice of distribution channels and provide them a seamless customer experience.”

AIA Cambodia’s accomplishments include being the first to introduce a Critical Illness solution that specifically meets the protection needs of Cambodians and the first to initiate a 100% paperless sales process, called iPos, to digitalize and ease the sales process.

Other products were also unveiled to serve specific customer and industry requirements, such as AIA ComCare, a cost-effective, value-added package for corporate customers.

At the height of the pandemic, AIA Cambodia launched an AIA ងាយរហ័សៗ (AIA Easy & Fast), a fully-digitalized sales process and an online life insurance platform. Their AIA COVID CARE program was established to offer benefits including complimentary COVID-19 coverage to existing customers, protection from vaccination side effects, premium deferments, and changeable premium amounts. “We thank our bancassurance partners for their support and cooperation in allowing us to deliver our products and services nationwide, which provides our customers an enhanced financial experience, added convenience and further opportunities to access our solutions.”

To cap off their achievements, AIA became the only Cambodian life insurer awarded HR Asia’s “Best Companies to Work for in Asia” for two consecutive years, in 2020 and 2021.

The company also focuses on building a society that profits from a healthy lifestyle. Their now five-year sponsorship of the AIA-ISF Youth League - Cambodia’s largest grassroots football league, has benefitted more than 12,000 underprivileged boys and girls to date. AIA and ISF’s homegrown efforts went international in 2021 when English team Tottenham Hotspur used the ISF logo in place of the AIA logo and the words ‘From Cambodia by AIA’ in Khmer on their match shirts in a match telecast worldwide. The player-autographed shirts were later auctioned to raise funds in support of the ISF’s Catch-Up Education program.

The insurer’s efforts to uplift Cambodian women and increase consciousness on women’s health began the same year AIA Cambodia commenced operations. The annual Fit for Hope breast cancer



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awareness campaign kicked off in 2017, and today features a range of activities from free screenings and consultations to seminars and informative videos.

Since its inception, Fit for Hope has raised a total of \$95,557 for the non-profit Sihanouk Hospital Center of Hope, AIA's partner and beneficiary. The campaign has also increased awareness about the disease among thousands of Cambodians.

Other initiatives comprise "The Best of Me" talk show on Facebook and radio to help women be the best they can be physically, mentally and financially. In April this year, AIA Cambodia partnered the Ministry of Women's Affairs to further empower gender equality and women's rights through the 'Promote Health and Financial Wellbeing for Cambodian Women' project.

Themed "Healthier Women, Stronger Cambodia", the five-year plan aims to increase knowledge of reproductive health, breast cancer, basic nutrition and financial literacy. Activities will include on-ground and online forums, training sessions and workshops, the distribution of educational materials and other relevant activities.

As an anniversary 'thank you' gift, AIA Cambodia will give existing customers a 50% discount on their initial premium when they take up an additional policy. New customers signing up for financial protection in May will also receive exclusive freebies and offers.

To learn how AIA's insurance solutions can benefit your family and you, please contact AIA Client Care at 086 999 242 or visit aia.com.kh.

About AIA Group

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\$340 billion as of 31 December 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. 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.



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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.

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