



AIA (Cambodia) Life Insurance Plc
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Media Release

AIA Cambodia closes Fit For Hope 2022 boosted by endorsement from the Ministry of Women's Affairs and contributions from corporations and public

Phnom Penh, 23 October 2022 – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) wrapped-up their annual Fit for Hope breast cancer awareness campaign, which made a bigger impact this year via an endorsement from the Ministry of Women's Affairs and sizeable contributions from the public and the insurer's business partners.

The 2022 campaign was also boosted by its resumption of on-ground activities after a two-year pandemic-induced break. This year, a total of 3,125 women underwent screenings in four provinces – Kampot, Kampong Chan, Siem Reap and Battambang, and three locations in Phnom Penh, from which a total of 492 cases of breast mass were detected. Fit for Hope also raised US\$45,000 via public and corporate donations for the Sihanouk Hospital Center of Hope (SHCH), the campaign's main beneficiary.

The total donation to SHCH came about from key contributions from the Cambodian public as well as Amret Microfinance Plc and Prince Bank Plc. Other donors included SP Building Management CO., LTD (GIA Tower), KMH Foundation and MSA Marketing Solution Asia Ltd.

Fit for Hope's landmark Pink Walk, a mass walk where members of the public wear pink to commemorate International Breast Cancer Awareness month, saw thousands of participants take to the streets of Koh Pich. A free concert with popular local artistes held after the walk to thank all public contributors was also well attended.

The closing ceremony was attended by guest of honor, Undersecretary of State of Ministry of Women's Affairs H.E. Pich Pitou Ratha, Regional Chief Executive Officer of the AIA Group Mr. Tan Hak Leh, AIA Cambodia's Chief Executive Officer Mr. Andrew Loh, SHCH's Chief Executive Officer Mr. Yan Sadin, Amret MFI's Chief Executive Officer Mr. Dos Dinn and Prince Bank's Chief Business Officer Mr. Leslie Lee Chee Wei, AIA staffs, Life Planners, and business partners.

H.E. Pich Pitou Ratha said: “Only with increased awareness and information can we reduce incidences of breast cancer, and the Ministry will continue to support AIA Cambodia and Fit For Hope in achieving this objective. We encourage more corporations to emulate likeminded initiatives that champion the health and wellness of Cambodians and enables them to take matters into their own hands to live more fulfilling, productive lives.”

Mr. Yan Sadin said: “We thank Fit For Hope donors for their generous contributions, which will enhance SHCH's complimentary screenings, counselling and treatments. Donations and publicly highlighting the dangers and other aspects of breast cancer do make a



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difference to the lives of cancer patients, increases the success rate of treatment and encourages more Cambodian women to take preventive measures at an early stage.”

Mr. Andrew Loh said: “While AIA Cambodia is a leading advocate of breast cancer awareness in the Kingdom, Fit for Hope would not have become the success that it is today without the support of the Ministry of Women’s Affairs, SHCH, the public, all donors and our business partners. All of them have our utmost gratitude, and their trust in us will only lead to increased efforts to ensure all Cambodian women lead Healthier, Longer and Better Lives and are better informed about how they can fight breast cancer.”

Fit For Hope is part of AIA Cambodia’s ongoing annual activities to help the insurer achieve its purpose of helping Cambodians live Healthier, Longer, Better Lives. It also aligns with the AIA Group’s AIA One Billion initiative to help one billion people in Asia do the same by 2030.

For more information on Fit For Hope and how AIA’s life and critical illness solutions protect your family and you, please contact AIA Client Care at 086 999 242 or visit aia.com.kh.

About AIA Cambodia

AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group with wholly-owned branches and subsidiaries in 18 markets.

AIA (Cambodia) is guided by our Purpose to help Cambodians live Healthier, Longer, Better lives. Since commencing business in 2017, we’ve become the first life insurer to provide coverage on 26 critical illnesses. As among the Kingdom’s leading insurers, AIA Cambodia today offers market-leading life solutions for all walks of life ranging from tailor-made crucial coverage plans that include critical illnesses, accidents, hospital allowances and overseas emergency assistance.

We focus on building a society that benefits from a healthy lifestyle, achieving this via community-first initiatives that include partnering the Ministry of Women’s Affairs to further empower gender equality and women’s rights and raising breast cancer awareness through our annual Fit for Hope campaign.

AIA Cambodia also uplifts thousands of underprivileged children by sponsoring the AIA-ISF Youth League – Cambodia’s largest grassroots football league. We collaborate with AIA’s



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global principal partner, English Premier League club Tottenham Hotspur, to ensure these children receive the education they deserve.

AIA Cambodia is the only Cambodian life insurer awarded HR Asia's "Best Companies to Work for in Asia" for two consecutive years, in 2020 and 2021. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.

More information at www.aia.com.kh.

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