

**AIA (Cambodia) Life Insurance Plc**

GIA Tower, 31st Floor, Sopheap Mongkul Street,
Phum 14, Sangkat Tonle Bassac, Khan Chamkar
Morn, Phnom Penh, the Kingdom of Cambodia

Tel: (855) 86 999 242

AIA.COM.KH

Media Release

AIA sends 24 underprivileged ISF female students on a trip of a lifetime to Koh Samui

Phnom Penh, 20 June 2023 – AIA (Cambodia) Life Insurance Plc's ("AIA Cambodia") continuous drive to enhance the lives of underprivileged children saw the insurer, via the AIA Group, sent 24 female Indochina Starfish Foundation ("ISF") students on an eye-opening, skill-enhancing trip to Koh Samui, Thailand to participate in the AIA-Spurs Elite Football Camp.

Facilitated by two women coaches from leading English Premier League club Tottenham Hotspur ("Spurs"), the Camp was aimed at encouraging more girls to play football by equipping them with relevant skills. It also enabled AIA Cambodia to promote gender equality and highlight how women players are often underrated compared to their male counterparts.

The six-day program, from June 12-18, featured a packed, instructive schedule that included theoretical and practical sessions on core skills, advice on developing confidence and independence as well as guidance on nutrition.

The students, who play in ISF-sponsored football teams, were provided the once-in-a-lifetime opportunity as part of AIA Cambodia's goal to help disadvantaged young Cambodians develop healthy life habits while accessing exclusive, world-class football coaching.

Their trip, fully funded by the AIA Group and supported by AIA Cambodia and Spurs, is among the many initiatives organized by the Kingdom's leading life insurer as part of their support of ISF, the insurer's CSR partner since 2017 and their Charity Partner since 2020.

AIA Cambodia is the principal sponsor of the AIA-ISF Youth League, which is currently in its seventh edition. The League offers underprivileged children the opportunity to compete in a safe environment, absorb admirable qualities such as teamwork, sportsmanship and integrity and enjoy and maintain an active, balanced lifestyle.

Since 2017, the League has hosted more than 7,000 youth, a number of whom now play for local professional football clubs and others for the Cambodian national team. This year's competition, which



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commenced in January, has now grown to comprise fixtures in six provinces and a Grand Championship final, which was launched in 2022.

The AIA Group and Spurs, their global principal partner, also support ISF's Catch-up Education program. In 2022, the club donated \$40,000 to Catch-up via AIA Cambodia to enable more children to start or continue their studies and make use of its accelerated curriculum and healthcare, nutrition and family benefits.

In May, AIA flew four ISF students to act as match-day mascots and walk out on the pitch alongside Spurs players during their home game in London. This proved an inspiring adventure for the excited youngsters, who had never been on an airplane or travelled abroad.

These initiatives, which showcase AIA Cambodia's strategy to champion sports, are in line with their journey towards "Better & Beyond" to achieve their purpose of helping all Cambodians live Healthier, Longer and Better Lives. They also align with the AIA Group's AIA One Billion initiative, which looks to help one billion people in Asia do the same by 2030.

AIA Cambodia Chief Executive Officer Mr. Andrew Loh said: "The AIA-Spurs Elite Football Camp has the tools and processes aspiring female footballers need to enhance their skills, acquire tips about the ins and outs of the game, pick up healthy nutrition habits and discover other related information that make for a complete player."

"More than that, it provides a conducive setting for participants to develop socially, better express themselves, learn new things and feel more at ease around new people and places. These ultimately help them advance further, and gives them an advantage as they move towards leading healthier, longer and better lives."

"I made new friends and gained fresh football experiences, as well as experiencing the thrill of taking a flight and exploring a new environment abroad." said ISF youth Chaya*, "This opportunity fulfilled a lifelong dream, and I will remember this exciting adventure for the rest of my life."

For details on AIA Cambodia's health-based marketing initiatives, do email kh.marketing@aia.com. For information on AIA Cambodia's comprehensive life, critical illness, accident solutions, and medical coverage, please contact AIA Client Care at 086 999 242, visit aia.com.kh or browse www.facebook.com/AIACambodia.

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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 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 and health insurer to provide coverage on 26 critical illnesses. As among the Kingdom’s premier insurers, AIA Cambodia today offers market-leading life and health solutions for all walks of life ranging from tailor-made crucial coverage plans that include critical illnesses, accidents, medical insurance and overseas emergency assistance.

We focus on building an inclusive 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 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 three consecutive years, from 2020 to 2022. Headquartered in Phnom Penh, the company currently has branches in Siem Reap, Kampot, Kampong Cham and Battambang.

More information at www.aia.com.kh

Media Contact

Meng Daneth

Senior Marketing Manager

Daneth-d.Meng@aia.com