



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

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AIA.COM.KH

Media Release

AIA Cambodia and Cambodia Post partner to increase insurance penetration to help Cambodians live healthier, longer and better lives

Phnom Penh, 5 April 2023 - AIA (Cambodia) Life Insurance Plc's ("AIA Cambodia") drive to increase insurance penetration and subsequently help Cambodians live healthier, longer and better lives today saw the Kingdom's leading life insurer enter into an exclusive partnership with Cambodia Post.

To celebrate the occasion, Cambodia Post customers are entitled to a year's complimentary Death and Total Permanent Disability coverage worth \$500, effective from the date of the agreement, when they scan AIA Cambodia QR codes found at Cambodia Post offices.

These QR stickers will be available this April at Cambodia Post's head office in Wat Phnom and its branches across the country.

This offer marks the initial stage of the five-year collaboration. More products and services will be introduced to better facilitate access to AIA Cambodia's market-leading solutions.

The agreement keeps to AIA Cambodia's long-term commitment to raise insurance awareness and make it easily available. The collaboration will enable the insurer to extend their geographical reach to provide financial protection to more Cambodians and thus increase insurance penetration in the Kingdom.

For Cambodia Post, the affiliation is a value-added service that will introduce their first-time customers to the benefits of financial protection while enabling them and those already familiar with the concept to conveniently access AIA's products at widespread locations.

Apart from boosting economic growth and contributing towards social progress, it will see AIA Cambodia and Cambodia Post align their business trajectories with the Royal Government's vision to build a vibrant digital economy and society.

The agreement was sealed at AIA Cambodia's headquarters here by Cambodia Post Director General Mr. Then Samvisoth and AIA Cambodia Chief Executive Officer Mr. Andrew Loh. Also in attendance were AIA Group Regional Chief Executive Mr. Tan Hak Leh, senior management from the AIA Group, AIA Cambodia and Cambodia Post, AIA Life Planners and staff.

Mr. Then Samvisoth said: "Cambodia Post is proud to work with AIA Cambodia and deliver convenience and easy accessibility to AIA's insurance portfolio. This partnership will also allow us to extend services to our customers that go beyond traditional postal offerings."

Mr. Andrew Loh said: "In everything we do, AIA Cambodia is guided by our purpose of providing Cambodians healthier, longer and better lives. I thank Cambodia Post for helping us realize this, and for empowering us to deliver added customer value while simultaneously sharing how insurance has numerous benefits that impact health and financial security."



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“By doing so, we set Cambodians on the path to Better & Beyond, in that they can take matters into their own hands to continuously advance and improve financially, achieve their monetary goals and set a solid foundation for their future wellbeing.”

For more information on AIA Cambodia or to access their comprehensive life, critical illness and accident solutions in person or online, please contact AIA Client Care at 086 999 242, visit aia.com.kh, email kh.marketing@aia.com or browse www.facebook.com/AIACambodia.

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 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

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