



**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 Cambodia and ISF Cambodia expand 2023 AIA-ISF Youth League to offer more socioeconomic opportunities to underprivileged Cambodian children.**

**Phnom Penh, 29 January 2023** – AIA (Cambodia) Life Insurance Plc (“AIA Cambodia”) and ISF Cambodia today once again kicked off their annual AIA-ISF Youth League, underlining their commitment to opening more socioeconomic opportunities for underprivileged children by expanding the tournament to Kampong Thom province.

Since its inaugural edition in 2017, the League has provided more than 7,000 underprivileged boys and girls the opportunity to play football in a safe environment. It has enabled them to achieve optimum health, introduced qualities such as sportsmanship and teamwork and allowed them to discover opportunities to kickstart their way to a brighter future.

Being a long-time sponsor of the League aligns with AIA Cambodia’s primary focus on health and wellness and its commitment to ensuring the same for Cambodians by championing all sports. The Kingdom’s leading life insurer is also the official Life & Health Insurance partner for the upcoming 32<sup>nd</sup> SEA Games & 12<sup>th</sup> PARA Games.

The League keeps to AIA Cambodia’s overarching purpose to help Cambodians live healthier, longer and better lives, as well as the AIA Group’s AIA One Billion initiative, which looks to help one billion people in Asia do the same by 2030.

Cambodia’s largest grassroots league receives strong backing from the AIA Group and Tottenham Hotspur, as evident by the presence of Adrian New, AIA’s Director of Football Initiatives and Shannon Moloney, Tottenham’s Senior International Development Coach, at the launch. Also in attendance were AIA Cambodia Chief Executive Officer Mr. Andrew Loh, ISF Country Manager Vicheka Chourp and key executives and staff from both parties.

For more information on the AIA-ISF Youth League, or to discover how AIA Cambodia’s child education solution AIA សម្រាប់កូន and their life, critical illness and accident products can benefit your family and you, please contact AIA Client Care at 086 999 242, visit [aia.com.kh](http://aia.com.kh), email [kh.marketing@aia.com](mailto:kh.marketing@aia.com) or browse [www.facebook.com/AIACambodia](https://www.facebook.com/AIACambodia).

**AIA (Cambodia) Life Insurance Plc**

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

Tel: (855) 86 999 242

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 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](http://www.aia.com.kh)

**Media Contact****Meng Daneth**

Senior Marketing Manager

[Daneth-d.Meng@aia.com](mailto:Daneth-d.Meng@aia.com)