



**AIA (Cambodia) Life Insurance Plc**

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## **Media Release**

### **AIA Cambodia, Boeung Ket FC & UYFC Phnom Penh partner to enhance health and wellness through football**

Phnom Penh, 23 February 2023 – AIA (Cambodia) Life and Health Insurance Plc (“AIA Cambodia”), leading football club Boeung Ket and the Union of Youth Federations of Cambodia Phnom Penh (UYFCPP) today entered into a partnership that will see the insurer becoming the title sponsor of three distinct football tournaments, and in the process, simultaneously seal their reputation as a principal advocate of wellness and the Kingdom’s football and sports scene.

The Memorandum of Understanding marks another step forward for AIA Cambodia to achieve its purpose of helping Cambodians live healthier, longer and better lives. It runs parallel to the AIA Group’s AIA One Billion initiative, which aims to help one billion people in Asia do the same by 2030, and reaffirms the insurer’s standing as a champion of sports.

It sees AIA Cambodia and Boeung Ket joining hands to meet their shared goals of promoting health and wellness, introducing football to more Cambodians and nurturing future champions. The MoU also supports UYFCPP’s mission to expand sports activities to enhance health, create solidarity among youth and enable them to make use of their sporting talents.

The MoU was signed by AIA Cambodia Chief Executive Officer Mr. Andrew Loh, Boeung Ket FC president Mrs. Puth Thyda and UYFCPP vice president H.E. Khut Chandara. Also in attendance were UYFCPP Chief of Secretariats Mr. Som Monorom, AIA Cambodia management and staff as well as invited guests.

The first tournament, the 14-week AIA High School League will see school students under the age of 18 compete for prize money, trophies and medals. The AIA Children’s Day Tournament, on the other hand, is a one-day affair for under-15 students from local and international schools. The final competition is the AIA Corporate Cup, open to Cambodian corporations.

Today’s signing follows the Kingdom’s primary life insurer being recognized as the official Life & Health Insurance partner for the 32nd SEA Games & 12th ASEAN Para Games. AIA Cambodia is supporting Team Cambodia with insurance coverage and other incentives to further motivate them as they concentrate on accomplishing their goals.

Since its establishment here in 2017, the insurer has also been the long-term sponsor of the AIA-ISF Youth League, the nation’s largest grassroots football league. It has allowed more than 7,000 underprivileged youth to play football in a secure environment, enjoy good health and discover additional opportunities to a brighter future.

Mrs. Puth Thyda said: “Boeung Ket FC is a known name in regional football, and well-regarded not only for the skill of our players, but the sportsmanship, teamwork and integrity they display on and off the

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field. We are honored to work with AIA Cambodia, and look forward to helping them bring good health and wellness to all Cambodians.”

Boeung Ket, formed in 2008, has won the Cambodian Premier League four times – in 2012, 2016, 2017 and 2020 and emerged runners-up in 2013, 2014 and 2018. The Blue Dragon won their first Hun Sen Cup trophy in 2019.

Mr. Andrew Loh said: “Our partnership today and all our initiatives are instrumental in motivating Cambodians, regardless of age or status, to lead healthier, longer and better lives. We want them to be active in sports and reap the benefits a healthy lifestyle brings.

“We thank Boeung Ket and UYFCPP for collaborating with us, and believe our alliance will help inspire all Cambodians to go Better & Beyond and live healthier, longer, better lives.”

For more information on AIA Cambodia’s health and wellness-based initiatives, or to discover how their life, critical illness and accident solutions 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).

**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*

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*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)

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