

## **Spend only 200 Riels to get benefit up to 10,000 US\$**

**Phnom Penh:** AMK Microfinance Institution Plc. in cooperation with Forte Micro-Insurance launched a new product called “Personal Accident.” According to Micro-Insurance expert, personal accident will protect Cambodian family especially their financial stability despite their families have any accidents. Personal accident product provides a lot of benefits with a very reasonable price which is only 200 Riels per day and provides benefits up to USD 10,000.

Accidents especially traffic accidents have become the main concern for Cambodian people recently. When accident happens to a member of the family, you don’t only lose a beloved person but in cases that it is the key income earner member, this might result to financial crisis for the bereaved. The lives of the ones left behind will be forever severely affected. By seeing such issue, AMK and Forte Micro-Insurance designed this financially helpful product in order to secure a stable economic status for Cambodian families even as their family member or focal income earner gets any accident.

Mr. Suon Pisey, Chief Business Officer (Credit & MI) said that “We have experienced that when a member of the family particularly focal income earner gets into an accident, their families always have face financial problem. Sometimes, it has pulled the family into poverty due to having more expenses especially on treatment.” He added that “We launch this product as we want to help Cambodian families in order to have financial stability.”

Mr. Youk Chamroeunrith, CEO of Forte Insurance and Chairman of Forte Micro-Insurance said that “Personal accident is very significant micro-insurance product as it is the net to protect your family. It makes your family happiness and peaceful despite any accident will happen with your family.” He added that “What is important, you spend only 200 Riels, you will get the total benefit up to USD10,000”.

### About AMK

AMK is a leading Microfinance Institution in terms of outreach and borrower numbers. As of January 2017, AMK has a total staff of 2,400 and clients of over 520,000 with a loan portfolio over USD151 million. The number of offices have reached 151 and over 2,500 agents nationwide. AMK is providing variety of financial services including Loan, Deposit, Money Transfer, Micro Insurance, Personal Accident Insurance, Payment Service, Payroll Service, Mobile Banking, ATMs and CDMs.

### About Forte & Forte Micro-Insurance

Forte Insurance is a leading insurance company in Cambodia, providing various insurances which experience more than 20 years. In 2016, Forte Insurance has market share of 46.80% with 5 branches in major cities including: Phnom Penh, Preah Sihanouk, Kampong Cham, Siem Reap and Battambang.

Forte Micro-Insurance is a subsidiary of Forte Insurance which provides various micro-insurance services. Recently, Forte Micro-Insurance has a total client of around 200.000 are using micro-insurance.

#### **MEDIA INQUIRY**

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