

**AXA AFFIN Life Insurance Berhad unveils the new
HOPE Medic+ with High Annual Limit, No Lifetime Limit &
No Claim Bonus to combat medical inflation.**

Kuala Lumpur, 7 July 2015 - Medical costs have escalated around the world and this is no different locally. Medical inflation in Malaysia averages about 12% each year (according to Towers Watson's 2014 Global Medical Trends Survey Report) and is projected to continue to rise.

In response to this, AXA AFFIN Life Insurance Berhad today at its Agency Mid-Year Review in Phuket unveil its latest rider addition to its protection products, HOPE Medic+, that is exclusively available with the Wealth Series investment-linked plans. The combination of the rider attachment of the HOPE Medic+ and HOPE Medic to the Wealth Series plans provides various benefits including; **1) High Medical cover of up to RM3,500,000 every year continuously, 2) No Lifetime Limit and 3) No Claim Bonus of up to 20% discount on the insurance charges if no claims are made for at least 2 consecutive policy years.** On top of that, the plan also has no co-insurance and provides convenient cashless admission to a panel of hospitals nationwide.

"This is our solution to the feedback that we have received from our customers and distributors. We are wary that rising cost in healthcare in Malaysia affects everyone and we also understand that Malaysians require a balance of medical and wealth protection as well as wealth accumulation, hence we came up with a new rider attachment to complement our current suite of products under the Wealth Series. With the combination of HOPE Medic+ and HOPE Medic, it will give you one of the highest possible medical coverage that is currently available in the market that will afford you up to RM3,500,000 continuous and uninterrupted medical cover every year, with no-

lifetime limit and no claim bonus. We certainly feel that this is the type of plan that would benefit everyone in different stages of their life as medical cost will continue to increase throughout a person's lifetime. Our aim is to help all Malaysians receive adequate protection for their well-being" according to Loke Kah Meng, CEO of AXA AFFIN Life Insurance Berhad.

The current suite of products, under the Wealth Series are the Wealth Protector, Wealth Invest and Wealth Edu. Wealth Protector & Wealth Invest is an all-in-one regular premium investment-linked plan which provides the best of wealth accumulation and protection at the same time. With the additional supplementary benefits, this plan allows for the flexibility to tailor your own protection plan according to your budget and your changing needs, throughout the policy period. The key feature includes protection against death and TPD as well as flexibility on premium contribution, top-up and withdrawal. By supplementing the basic plan with suitable riders that meets your requirements, you can gain added benefits such as comprehensive medical coverage, coverage of up to 110 critical illnesses, daily hospital income and other benefits, depending on your chosen rider.

AXA AFFIN Life Insurance Berhad is a joint-venture between AFFIN Holdings Berhad and AXA Group, a worldwide financial protection leader, which is headquartered in Paris. AXA is the No.1 Global Insurance Brand for 6th consecutive year as ranked by Interbrand, placing it among the world's Best Global Brands.

Important Note:-

This press release contains only general information about HOPE Medic+ and HOPE Medic and does not in any way represent a policy. For a detailed description of the terms and conditions and exclusions, please refer to the official policy issued by AXA AFFIN Life Insurance Berhad.

AXA AFFIN Life Insurance Berhad

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) is a joint venture company between AFFIN Holdings Berhad and AXA Group, a worldwide financial protection leader, which is headquartered in Paris. Leveraging on the AXA Group's strength as a financial protection expert and AFFIN Holdings' local knowledge and diversified network, AXA AFFIN Life is focused on helping individuals manage risk and achieve their financial goals. AXA AFFIN Life will strive to build close and lasting relationship with its customers, offering them care, support and advice with the highest standard of professional ethic.

About AXA Asia

AXA Asia is a market leading insurance player offering a differentiated composite proposition in Life and General Insurance with operational presence in Hong Kong, Singapore, Indonesia, China, India, Malaysia, the Philippines, and Thailand. AXA Asia is part of the AXA Group, headquartered in Paris and a worldwide leader in insurance and asset management with a presence in 59 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

About AXA Group:

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Share is also quoted on the OTC QX platform under the ticker symbol AXAHY.

The AXA Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD.

It is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance and a signatory of the UN Principles for Responsible Investment.

This press release is also available on AXA AFFIN Life web site: www.axa-affin.com

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