

AXA eMedic, Malaysia's first online Medical Insurance plan¹ is now extended to children

- AXA AFFIN launched second phase of eMedic with extension to children.
- The first-in-the-market online Medical Card is now available for those aged between 15 days till 39 years.

AXA AFFIN Life Insurance has officially launched the second phase of AXA eMedic with extension to children. The first-in-the-market online Medical Card is now available for those aged as young as 15 days till 39 years. With this extension, Malaysian millennials especially young families can better prepare themselves and their children against rising cost of medical fees with affordable and easily accessible medical plan.

The launch was officiated with a spectacular flashmob and a flag-off of twenty AXA eMedic wrapped cars by Mr. Benoit Claveranne (Chief Executive Officer of AXA International & New Markets), Mr. Jean Drouffe (Strategic Development Officer – India, Malaysia & Vietnam), Mr. Emmanuel Nivet (Country Manager of AXA AFFIN Malaysia) and Mr. Rohit Nambiar (Chief Executive Officer of AXA AFFIN Life Insurance). The flag-off marks the commencement of the on-ground activation campaign where the wrapped cars will go around the city to drive brand interaction and bring AXA eMedic closer to fellow Malaysians.

« We have launched AXA eMedic 2 months ago, which offers not only an online health proposition, but a full wellness proposition through an array of partners. To ensure the sustainability of eMedic, we now want to focus on newer segments. As the earlier focus was on millennials comprising of young families, it is only natural for us to announce an extension of eMedic for children as our target proposition. We will also be offering the product to expatriates really soon », said **Mr. Rohit Nambiar**, CEO of AXA AFFIN Life Insurance.

1- Medical insurance with medical card benefits are referred to as medical card for marketing purposes

« AXA Malaysia is disrupting the market by offering a full-fledged digital experience with human touch. eMedic customers who are looking for higher cover or demand specialised products that requires advice will be serviced by professional Agents. We are offering the best of digital services and the best of human interaction all within AXA, as we strive to become partners to our customers throughout their journey with us. I am amazed to see the commitment shown by the team to keep innovating new services and product offerings for our Malaysian customers », said **Mr. Benoit Claveranne**, CEO of AXA International & New Markets.

Customers can sign up for a plan within 5 minutes with no medical check-up via www.AXAeMedic.com. The product offering for children is also made available on Ringgit Plus, iMoney and for Digi customers through MyDigi App. The product will be made available soon on PolicyStreet and iBanding.

All customers will be given access to BookDoc - a health rewards platform that will incentivise healthy living and Naluri - a professional coaching and rehabilitative psychological support to help customers achieve the healthy lifestyle they deserve.

Attached: Pictures of AXA eMedic launch for children



(From L – R): Flag-off by Mr. Rohit Nambiar (Chief Executive Officer of AXA AFFIN Life Insurance), Mr. Jean Drouffe (Strategic Development Officer – India, Malaysia & Vietnam), Mr. Benoit Claveranne (Chief Executive Officer of AXA International & New Markets) and Mr. Emmanuel Nivet (Country Manager of AXA AFFIN Malaysia)



ExCo members of AXA AFFIN Life Insurance at the launch of AXA eMedic for children



Kids at the launch of AXA eMedic for children

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 105 million clients in 64 countries. In 2017, IFRS revenues amounted to Euro 98.5 billion and IFRS underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

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 and the regulated information made public by AXA pursuant to article L. 451-1-2 of the French Monetary and Financial Code and articles 222-1 et seq. of the *Autorité des marchés financiers'* General Regulation are available on the AXA Group website (axa.com).

ABOUT AXA AFFIN LIFE INSURANCE BERHAD

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad 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 ethics. As of October 2017, AFFIN Bank is now the Bank Holding Company for AXA AFFIN Life.

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