

## AXA 110 CANCER CARE WEBSITE PAVES WAY TO CONVENIENT INSURANCE PURCHASE ONLINE

AXA AFFIN Life uses the Internet to reach out to Netizens  
in 5 easy steps

**Kuala Lumpur, 7 March 2014** – AXA 110 Cancer Care, the first and only online cancer insurance plan in Malaysia that is sold online is already garnering positive response from the masses despite its recent launch in November 2013. The campaign, initiated by AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) takes on a fresh approach towards conventional sign-ups by providing easy Health and Protection policy purchasing via [www.110cancercare.com](http://www.110cancercare.com).

In 5 simple steps, Malaysians can buy the AXA 110 Cancer Care plan within minutes. Consumers will just need to log on to [www.110cancercare.com](http://www.110cancercare.com), get a quote, fill in their particulars and a simple health declaration; one question for male and 2 questions for female, before proceeding to payment. On top of offering a hassle-free and convenient online purchasing experience, the monthly premium rate is also competitive, starting from an affordable rate of RM1.50 a day, subject to the age group the consumer falls into.

AXA AFFIN Life Chief Executive Officer, Mr Loke Kah Meng shares, “AXA 110 Cancer Care is designed to reach out to the masses via digital media. We are focusing on the area as a majority of Malaysians are now Internet savvy and also due to the fact that the Internet is an effective way to educate the public on the importance of early detection of cancer.”

Even though purchasing a cancer plan online is a new concept, the response from the masses have been positive. Loke adds, “The effectiveness of the digital campaign was seen almost immediately. To date, more than 195,000 people have visited the website and almost 50% of them are referrals or people who visit the portal directly. We’ve also seen more than 367,900 views of AXA’s TV commercials and cancer survivor testimonials on Youtube since the campaign was launched.”

Other digital media platform has also shown positive feedback. Amongst the platform that have proven to be effective tools in capturing the market are Facebook with 108,000 and Google Display Network (GDN) with more than 179,000 clicks respectively.

To further create online presence for AXA 110 Cancer Care, AXA AFFIN Life has also initiated a project with bloggers. Adds Mr Loke, "In line with our Corporate Responsibility efforts, it is our commitment to educate the public on the importance of early care for cancer which is crucial for treatment and recovery. The bloggers significant role in creating awareness for AXA 110 Cancer Care through digital space has and will greatly contribute to the success of the effort. To date, 149 bloggers have committed to publish write ups related to cancer online."

Bloggers will receive a certificate bearing AXA AFFIN Life and the NCSM endorsement as a token of appreciation for their support at the end of the campaign period in June, 2014.

AXA AFFIN Life has committed to investing up to RM9 million on the entire 110 Cancer Care Project. An aggressive digital campaign has been launched to drive awareness for early cancer care, as well as driving traffic to the [www.110cancercare.com](http://www.110cancercare.com) website.

-End-

#### **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 global leader in health & protection, which is headquartered in Paris. Leveraging on the AXA Group's strength as a global leader in health & protection 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.

#### **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 57 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 160,000 employees serving 102 million clients in 57 countries. In 2012, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 4.3 billion. AXA had Euro 1,116 billion in assets under management as of December 31, 2012.

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](http://www.axa-affin.com)

**For media enquiries:**

**AXA AFFIN Life Insurance Berhad**

**Wong Pu Nie**

**Senior Manager, Marketing**

Tel : (603) 2117 6672

Email : [punie.wong@axa-life.com.my](mailto:punie.wong@axa-life.com.my)

**Elyantie Mohamed**

**Branding & Communication Manager**

Tel : (603) 2117 6736

Email : [elyantie.mohamed@axa-life.com.my](mailto:elyantie.mohamed@axa-life.com.my)