



Press release

Kuala Lumpur, 28 Mar, 2018

AXA AND PEOPLENDER EMPOWER SMEs WITH INSURANCE PROTECTION AND ALTERNATIVE FUNDING

- AXA Affin General Insurance Berhad partners with Peoplender Sdn. Bhd. to provide Malaysia's SMEs with complete peace of mind by protecting their businesses from the unforeseen.

To address the issues of the lack of business protection and capital constraints among Small and Medium Enterprises (SMEs), AXA Affin General Insurance Berhad (AAGI) has joined hands with Peoplender Sdn. Bhd., a market operator licensed by the Securities Commission Malaysia to operate a peer-to-peer (P2P) financing platform known as Fundaztic.

AAGI offers SMEs flexible, affordable and trade specific protection to ensure their business continuity and sustainability, while Fundaztic supports their business funding needs through P2P financing by connecting them to mass retail investors.



(from left) Sin Li Choo - Head of Bancassurance of AXA Affin General Insurance Bhd., Rebecca Tan - Chief Marketing Officer & Bancassurance of AXA Affin General Insurance Bhd., Kristine Ng - Chief Executive Officer of



Peoplender Sdn. Bhd. and Gary Tan - Director of Peoplender Sdn. Bhd. at the signing ceremony of the Memorandum of Understanding

According to Bank Negara Malaysia, SMEs are recognised as a critical component of the country's economy, contributing more than a third of gross domestic product (GDP) and providing job opportunities to more than four million workers in Malaysia.

"However, there is still a huge gap of financing for micro and small SMEs due to the size of their funding needs, internal banking policies, inability to provide the necessary collaterals required by banks and many other reasons. Funding is the key to drive growth and the lack of funding hampers the ability of many SMEs to scale their business," Kristine Ng, Chief Executive Officer of Peoplender commented.

"Having AAGI on board is a promising support for the industry and we believe our partnership will raise visibility on P2P financing as an alternative funding vehicle among local SMEs," she added.

Crowdfunding in Malaysia is expected to grow following the introduction of regulatory frameworks for equity crowdfunding (ECF) in 2015 and P2P financing in 2016. AAGI has demonstrated its excellence as a customer-centric insurer by collaborating with a P2P financing platform to come up with innovative solutions that safeguard the SMEs' needs.

"We know there are many underserved SMEs who are unprotected. They operate in a small or medium scale and do not usually take business protection as their priority," said Rebecca Tan, Chief Marketing Officer & Bancassurance of AAGI.

"At AXA, we believe in empowering SMEs and providing them with complete peace of mind in their business ventures. We have gained insights on the SME industry, the insurance priority and mindset of SME owners to carefully identify their needs based on the specific trade they are operating in," she added.

AXA Business Advantage Plus (Enhanced) is specially designed with trade specific benefits such as fire, loss of money, burglary, theft and among others. For immediate business recovery, the plan also offers prompt claims services with 20% cash advance payment within 5 working days based on initial estimate of loss.

Fundaztic provides a fair and transparent online crowdfunding platform with offerings beneficial to SMEs:

- All SSM registered SMEs are eligible to apply
- Zero legal and documentation fees
- Fast and simple online application process
- Online acceptance of terms and conditions

More information on www.axa.com.my or www.fundaztic.com.

-end-



ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 165,000 employees serving 107 million clients in 64 countries. In 2016, IFRS revenues amounted to Euro 100.2 billion and IFRS underlying earnings to Euro 5.7 billion. AXA had Euro 1,429 billion in assets under management as of December 31, 2016.

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 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 64 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad was incorporated in Malaysia on July 12th, 1975 as a licensed general insurance company. It is a joint venture between AXA Asia and Affin Bank Berhad, one of the leaders in Malaysia's financial services industry. Prior to that, companies that now form part of the AXA Group, operated in Malaysia for a period stretching back to 1874.

FOR MORE INFORMATION:

AXA Affin General Insurance contacts:

Sheena Ho: T : +603 2170 8548
E : sheena.ho@axa.com.my

Sherene Yong: T : +603 2170 8425
E : sherene.yong@axa.com.my

Corporate Responsibility strategy:

axa.com/en/about-us/strategy-commitments

SRI ratings:

axa.com/en/investor/sri-ratings-ethical-indexes

IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

Certain statements contained herein may be forward-looking statements including, but not limited to, statements that are predictions of or indicate future events, trends, plans or objectives. Undue reliance should not be placed on such statements because, by their nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results and AXA's plans and objectives to differ materially from those expressed or implied in the forward looking statements. Please refer to Part 4 - "Risk factors and risk management" of AXA's Document de Référence (Annual Report) for the year ended December 31, 2016, for a description of certain important factors, risks and uncertainties that may affect AXA's business, and/or results of operations. AXA undertakes no obligation to publicly update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.