

PRESS RELEASE

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AXA AFFIN INSURANCE MALAYSIA BAGS TRIPLE AWARDS AT THE ASIAN BANKING AND FINANCE (ABF) INSURANCE ASIA AWARDS 2017

AXA Affin Insurance Malaysia scored a big victory at the Insurance Asia Awards 2017, held on 13 July 2017 in Singapore. AXA Affin General Insurance Berhad (AAGI) earned two awards - **New Insurance Product of the Year** and the prestigious **International General Insurer of the Year** award, both for the second consecutive year; while AXA Affin Life Insurance Berhad (AALI) received the **Marketing Initiative of the Year** award.

The Insurance Asia Awards 2017 honours insurers that rise above the market challenges and recognises their initiatives and best practices in making the most of prevailing opportunities. Asian Banking & Finance is an industry publisher serving Asia's dynamic financial services industry.



Ms. Rebecca Tan, CMO and Bancassurance of AAGI receiving distinguished awards for both AXA Malaysia entities – AXA Affin Life Insurance and AXA Affin General Insurance at the Insurance Asia Awards 2017 held at Shangri-la Hotel Singapore

“We are proud and grateful to be recognized with these two awards for the second consecutive year. At AXA, our purpose is to empower people to live better lives. How we achieve this is by driving continuous innovation to deliver the best insurance solutions to fit various customer lifestyles, and by delivering an easy and pleasant experience,” said Rebecca Tan, Chief Marketing Officer and Bancassurance of AAGI.

AAGI's **AXA SmartCancer Cash** plan, which titled the **New Insurance Product of the Year – Malaysia**, is an innovative cancer protection plan providing 30% lump sum cash payout upon diagnosis of early-stage cancer, and 200% payout of the sum insured for gender-specific cancer types. These features are designed to provide the insured with the financial flexibility to seek early treatment and manage unexpected

expenses incurred after being diagnosed with cancer.

International General Insurer of the Year – Malaysia is the prestigious award acknowledging the best general insurance company, as voted by the esteemed panel of judges. In 2016, AAGI achieved 10% Gross Written Premium (GWP) growth, five times of the market average of 2%. AAGI currently ranks fourth in the market with a market share of over 7%, continuing its climb up the market share rankings for the third consecutive year since 2013, while maintaining the #1 position in the Medical and Health insurance category with a market share of close to 22%. In the SME segment, AAGI recorded over 20% GWP growth for the third consecutive year.

AALI on the other hand was recognized for its marketing efforts with the **Marketing Initiative of the Year** award, notably for its **#AXAStandsUpToCancer** campaign implemented for the launch of AXA Cancer Care. Going beyond financial protection, AALI has been taking an active role in advocating healthy living to the public through its “*Learn My Protection*” online portal (learnmyprotection.com/) and “*AXA: An Awakening Series*” videos hosted by Choo Mei Sze (*Youth Ambassador of National Cancer Society Malaysia (NCSM) & cancer survivor*). During the **#AXAStandsUpToCancer** campaign period, AALI pledged to donate RM1 to NCSM for every inspiring message shared by the public to empower Malaysians to stand up to cancer. Approximately 52,000 shares were generated for **#AXAStandsUpToCancer**, raising RM52,000 to fund the operations of NCSM’s Cancer Information Service.

AXA Cancer Care includes a comprehensive financial support in the form of therapy care benefits to pay for cancer treatment, get well benefits with additional funds for recovery process, living income benefits to pay for living expenses, alternative treatment benefits for alternative treatment options and second medical opinion, upon the diagnosis of cancer condition of the insured.