

AXA Affin General Insurance launched 2 new products for SME segment

KUALA LUMPUR

AXA Affin General Insurance Berhad (AXA Affin GI) has announced the launch of its two new products under the SME Business Packages range; **Business Advantage Plus for Budget Hotel** and **Business Advantage Plus for Learning Centre**.

As part of the company's product strategy to develop products addressing the specific insurance needs of their customers, **Business Advantage Plus for Budget Hotel** and **Learning Centre** have been designed respectively to cater to SME operators running budget hotels and owners of learning centers.

When operating a SME business time is always of essence. There is no time to spend on searching and arranging for insurance product that may be too generic for their needs or too complicated to purchase. As businesses become increasingly segmentized, issues and needs have grown more and more specific too, calling for tailor-made insurance solutions that are designed after the customer's specific needs. AXA Affin GI is able to draw on its expertise in SME businesses to offer tailor made SME protection plans.

In addition, through our constant communication with our customers and agency force, we do understand cost is always one of the key concerns for SME. Some SME business owners may think buying insurance for their business is just another added cost, adding to an already long list of expenses. While small SME operators may think their businesses are too small to be insured and that losses are bearable. These are some common perception revolving around the idea of SME insurance. Armed with this understanding, AXA Affin GI developed **Business Advantage Plus for Budget Hotel** and **Learning Centre**, offering benefits that are specific to the needs of the specific SME segments, ensuring business continuity and sustainability in the long run.

Similar to the recently launched Business Advantage Plus for Food & Beverages, Business Advantage Plus for Budget Hotel and Business Advantage Plus for Learning Center are developed to cater to these segments' unique requirements. Providing hassle-free enrolment, these products come in the form of different pre-packaged plans, offering a wide range of options to pick from.

Business Advantage Plus for Budget Hotel

Business Advantage Plus for Budget Hotel is designed to accommodate the protection needs of businesses in the hospitality industry such as Bed & Breakfast, Inn, Backpackers, Lodge, Hostel. Grouped under 3 plans, each one offering different levels of predefined benefits, Business Advantage Plus for Budget Hotel will allow budget hotel operators to select a plan that best meets their needs. Some of the key highlights of the product are:

- Business interruption
- Last minute event cancellation due to flood
- Accidental damage, loss or theft of customer luggage while stored at Concierge
- Damage to customer car while parked within the hotel premises due to hotel operator's negligence
- Theft of liquor/cigars/cigarettes**
- Food & Drink poisoning

Business Advantage Plus for Learning Center

Business Advantage Plus for Learning Centre offers coverage exclusively tailored for learning centers such pre and post school, development and tuition center and kindergarten, etc in Malaysia. Grouped under 3 plans, each one offering different levels of predefined benefits, Business Advantage Plus for Learning Centre will allow owners to select a plan that best meets their needs. Some of the key highlights of the product are:

- Global Infectious Diseases Clean Up
- Replacement Cost for Teacher due to Hospitalisation
- Theft of Teacher's Belongings
- Food & Drink Poisoning
- Special offer for SmartStudent Care product

SmartStudent Care is a student personal accident product that specially designed to cater to students from kindergarten to tertiary, with only RM20 premium, the student will enjoy a full year protection against unfortunate / accident occurrence. In addition, the SmartStudent Care offers unique benefits such as education allowance worth RM20,000, loss/ damage to text books, school/tuition fee allowance, accidental dental treatment and coverage for kidnapping.

"We understand that the main concerns amongst SMEs when conducting business are sales targets, expenses, and return on investments. In view our in-depth understanding of customers' needs and our successful track record in providing relevant insurance solutions to SME owners, we believe we have the right experience and knowledge in hand to develop suitable protection solutions that meet the needs of SMEs," says Emmanuel Nivet, Chief Executive Officer of AXA Affin General Insurance Berhad.

For more information on Business Advantage Plus for Budget Hotel, Business Advantage Plus for Learning Center or other SME Solutions, log on to www.axa.com.my

About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad is one of the leading general insurance companies in Malaysia, providing protection solutions to individuals and businesses. The company employs about 700 people in 21 offices all over Malaysia, and services more than 300,000 customers through nearly 3000 agents. With over 130 years of experience in Malaysia, AXA Affin General Insurance Berhad has expertise in personal, business and health insurances.

About AXA Asia

AXA Asia is part of the AXA Group, and has grown rapidly in Asia with a presence in China, Hong Kong, Indonesia, India, Malaysia, the Philippines, Singapore and Thailand. AXA Asia serves over 6.4 million customers and employs over 7000 employees across the region at the end of 2011.

About the AXA Group

The AXA Group is a worldwide leader in insurance and asset management, with 163,000 employees serving 101 million clients. In 2011, IFRS revenues amounted to Euro 86.1 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,065 billion in assets under management as of December 31, 2011.

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 Shares are 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, and is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance.

For media enquiries:

Nursuriyani Zainol Abidin

Vice President - Branding, Communications and Corporate Responsibility (CR)

Tel : (603) 2170 8355

Email : suriyani.zabidin@axa.com.my

Tengku Azrawati Tengku Arshad

Corporate Communications Manager

Tel : (603) 2170 8425

Email : azrawati.arshad@axa.com.my