



# Press release

Kuala Lumpur, 15 August, 2019

## AXA PARTNERS BLUEDUCK TO EMPOWER HOUSEOWNERS & TENANTS WITH PEACE OF MIND

AXA Affin General Insurance Berhad (AXA) partners with BlueDuck, an online one-stop home rental solution platform for houseowners and tenants with tailored protection for both home and valuable contents.

This partnership will benefit houseowners and tenants who subscribe to BlueDuck as they are able to safeguard their home and valuables.

This initiative demonstrates AXA's commitment to achieve its Payer-to-Partner strategy by continuously investing in strategic partnerships and expanding its digital distribution channels in an effort to deliver superior customer experience.



*(from left) Soo Wai Har, Chief Commercial Lines Officer of AXA, together with Earnest Wong, CEO of BlueDuck*

Emmanuel Nivet, CEO of AXA said, "Our home is one of our biggest investments in life - any loss or damage is highly likely to set us back financially and emotionally. As an insurer, we believe we have the responsibility to play an active role in creating awareness on the importance of risk mitigation and insurance protection across



different touch points. Bringing together our expertise and BlueDuck’s strong proposition, our synergy will provide an efficient online ecosystem to both homeowners and tenants, offering affordable yet comprehensive home protection solution that can be easily accessed anywhere and anytime.”

BlueDuck currently provides home related services to both landlords and prospective tenants. Landlords who list their properties on the platform will get to access the pool of tenants and their credit scores to identify good paymaster. It also offers end-to-end and hassle free rental management, from securing rental collection, handling tenant's maintenance request and providing online management system that allows landlords to have all information at a glance.

“BlueDuck carries the role of a personal butler for your property – we take care of unnecessary inconveniences from the beginning till the end so that homeowners and tenants do not have to worry about anything in between. We are pleased to share a common goal with AXA in offering a seamless home rental journey that goes beyond our customers’ needs and most importantly provides them with added value and protection,” Earnest Wong, CEO of BlueDuck added.

BlueDuck members are entitled to 1 year AXA **SmartHome Optimum (Enhanced)** protection, which includes sum insured of RM10,000 for home contents and RM130,000 for fire insurance. Damage to building caused by fire is covered by the fire insurance while damage to furniture are covered by home contents insurance.

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#### ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 171,000 employees serving 105 million clients in 61 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 International New Markets

AXA International & New Markets provides protection to customer, people and businesses alike – so that they can pursue their lives and ventures with peace of mind – in fifth geographies, Asia, Middle-east, Africa, Europe & Latin America, and gathers the smaller and high-growth markets of the AXA Group. AXA International & New Markets is part of the AXA Group, 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 underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

#### About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad was incorporated in Malaysia on July 12<sup>th</sup>, 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.

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##### Corporate Responsibility strategy:

[axa.com/en/about-us/strategy-commitments](http://axa.com/en/about-us/strategy-commitments)

##### SRI ratings:

[axa.com/en/investor/sri-ratings-ethical-indexes](http://axa.com/en/investor/sri-ratings-ethical-indexes)

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