

Press release

Kuala Lumpur, Oct 1, 2019

AXA eMedic Family Plan, Malaysia's first online Medical Insurance Family Plan¹

AXA AFFIN unveils a revolutionary offering of online Medical Card targeting young families in Malaysia

- AXA AFFIN introduces AXA eMedic Family Plan for as low as RM150* per month for a family of four and coverage up to RM100,000 each individual per year.
- Malaysian families can purchase AXA eMedic Family Plan within 10 minutes in a single package online and requires no medical check-up.
- AXA eMedic Family Plan is available for Malaysians aged between 15 days – 49 years old. Customers who purchase the family plan will also be able to enjoy 5% rebate on the total premium.

AXA eMedic - Malaysia's first-in-the-market online medical card which was launched in April 2018, has positioned AXA AFFIN Life Insurance as one of the pioneers in digital disruption in Malaysia with more than 70% digital life protection market share**. More than 4,000 policies were issued to date to ensure millennials comprising young professionals and young families are protected and prepared for life's surprises. Backed by a positive growth, AXA AFFIN Life is now growing at approximately 60% in Annualized Premium Equivalent (APE) year-to-date and the digital offering has helped in the overall alleviation. AXA AFFIN Life targets 20% from digital sales by 2023 and is currently working with close to 20 HealthTech and InsurTech partners in Malaysia.

Initially launched for millennials aged 16 – 39 years old, AXA eMedic has gone through several enhancements throughout the 18 months. The product was made available for children as young as 15 days and expatriates shortly after two months it was introduced in the market. Based on encouraging demand from the public, the age eligibility was extended up to 49 years old in June this year.

Following the observation and analysis of customer's buying behaviour, AXA AFFIN Life Insurance is unveiling another first-in-the-market revolutionary offering with **AXA eMedic Family Plan**. With strong focus on bringing a seamless customer experience, AXA eMedic Family Plan can be purchased in a single package online in less than 10 minutes via www.AXAeMedic.com. Families can now get protected for as low as RM150* per month for a

family of four with coverage up to RM100,000 each individual per year. This is renewable up to the age of 80. The family plan is easy to manage with just one online form, and requires no medical check-up by providing instant approval.



The advertisement features a family of four (two men, a woman, and a child) jumping joyfully in a modern, bright white living room. A large red arrow graphic points upwards from the bottom left towards the center. The AXA AFFIN logo is in the top left. In the top right, a badge reads '#1 GLOBAL INSURANCE BRAND FOR 10 CONSECUTIVE YEARS' with 'Source: Interbrand Best Global Brand Ranking 2018' below it. The main text in the center reads 'AXA eMedic 1st Online Medical Insurance Family Plan'. The website 'www.axaemedic.com' is at the bottom right. At the bottom left, it says 'AXA AFFIN Life Insurance Berhad (723739-W)' and at the bottom right, '*Terms & conditions apply'.

« Our vision is to be the preferred health and protection insurer in Malaysia especially for millennials. With the advancement of new technology, parents do not have to go through the hassle of filling up multiple forms or even going through different complex products to ensure their family is protected. With AXA eMedic Family Plan, all these can be managed and easily accessible in just a few clicks. We hope more Malaysians can now be better prepared against rising cost of medical fees with this affordable medical family plan. » said **Rohit Nambiar**, Chief Executive Officer of AXA AFFIN Life Insurance.

A virtual assistant "Ask Michelle" and a chatbot "Atom" is available to assist customers in going through the whole buying journey. Whenever customers are faced with an issue during the buying process or have difficulties understanding the benefits of AXA eMedic Family Plan, customers can WhatsApp "Michelle" and get their answers within a few minutes or speak to "Atom" via the website for explanation on fine print or any questions the customer may have.

All customers will still enjoy access to BookDoc, a health rewards platform that will incentivise healthy living and provide access for customers to search and make appointment with specialist doctors. For professional coaching and rehabilitative psychological support, customers will be given access to Naluri, a platform with a range of professional psychologists to help them achieve the healthy lifestyle they deserve.

AXA eMedic Family Plan is available for Malaysians aged between 15 days – 49 years old. Customers who purchase the family plan will also be able to enjoy 5% rebate on the total premium. For more info, kindly log on to www.AXAeMedic.com

- End -

1- Medical insurance with medical card benefits are referred to as medical card for marketing purposes

*Terms & conditions apply

** Source: Figures as of June 2019 based on LIAM New Business Statistics – Direct Distribution Channel

ABOUT THE AXA GROUP

The AXA Group is 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 IFRS underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

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 AFFIN LIFE INSURANCE BERHAD

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad is a joint venture company between AFFIN Holdings Berhad and AXA Group, a worldwide financial protection leader, which is headquartered in Paris. Leveraging on the AXA Group's strength as a financial protection expert 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. As of October 2017, AFFIN Bank is now the Bank Holding Company for AXA AFFIN Life.

FOR MORE INFORMATION:

AXA AFFIN Life Insurance contact:

Esther Chew:

T : +603 2935 8888 ext 6670 / +6016 – 366 3953

E : esther.chew@axa-life.com.my

Michelle Boey:

T : +603-2935 8888 ext 6679 / +6012-472 3234

E: [szyei.boey@axa-life.com.my](mailto:szeyi.boey@axa-life.com.my)