

## **#AXAStandsUpToCancer RAISED RM52,000 FOR NATIONAL CANCER SOCIETY MALAYSIA**

Kuala Lumpur, Fri (Dec 16, 2016)

Having launched an all-rounded cancer insurance protection plan namely AXA Cancer Care beginning this year, AXA AFFIN Life Insurance Berhad collaborated with National Cancer Society Malaysia (NCSM) to raise RM 52,000 to fund the operations of NCSM's Cancer Information Service – CIS. CIS is a national helpline service which allows Malaysians to access accurate, evidence-based information as well as to provide emotional support to people affected by cancer. This fits right with AXA Cancer Care's mission which goes beyond financial protection to include emotional and mental support.

"We are proud to announce that we have secured almost 10,000 policy holders to date for this protection plan and we hope the numbers will grow even further as we strive towards empowering Malaysians to stand up to cancer with confidence. We are glad that more people especially young professionals are being exposed and equipped with adequate knowledge about cancer and getting protected", said Mr Loke Kah Meng (AXA AFFIN Life Insurance, Chief Executive Officer) in the event today.

He further added, "AXA AFFIN has been taking an active role in building a better understanding on the risks of cancer and being an advocate of healthy living to the public via the Learn My Protection online portal. This year, **#AXAStandsUpToCancer** further reinforced its commitment by pledging to donate RM1 to NCSM for every inspiring message shared by the public".

**#AXAStandsUpToCancer** campaign ran from March 1 to November 30, 2016 through [www.110cancercare.com](http://www.110cancercare.com) with "AXA : *An Awakening Series*" being the main driver for the pledge. A total of eight episodes comprising of touching stories were produced and hosted by Choo Mei Sze – NCSM Youth Ambassador as well as a cancer survivor herself. Each episode focuses on different perspective of cancer from a patient's point of view to survivors and not forgetting the silent soldiers – the caretakers.

Also present were Miss Clare Ratnasingham (Vice President of NCSM), Mr Sudhakaran Nair (General Manager of NCSM), Mr Emmanuel Wehry (Chief Marketing Officer of AXA AFFIN Life Insurance) and Dr Adrian Seng (Director, Beacon Health – sub-division of Beacon Hospital).



“On behalf of the National Cancer Society of Malaysia, I’d like to thank AXA AFFIN for your years of friendship and support, and for this excellent Cancer Care programme. Not only have you pledged seed funding and worked hard on this project – you have also went a step further and encouraged the Malaysian public to share inspiring messages about cancer. Looking at the pledged donation, it appears that 52,000 more people have been empowered – to learn about cancer and be motivated to live better”, said Miss Clare Ratnasingham (Vice President of NCSM) in her speech.

At the event, guests and members of the media were also treated to an appreciation luncheon to thank everyone for their sincere contribution and support in every possible way.

AXA Cancer Care is the first-in-the-market cancer insurance protection plan which offers financial support right from diagnosis to treatment and recovery stages. The plan offers five benefits, namely the Therapy Care Benefit to pay for cancer care, Get Well Benefit with additional funds for recovery process and Living Income Benefit to pay for living expenses, the Alternative Treatment Benefit caters for alternative treatment options while the Second Medical Opinion Benefit is available upon diagnosis.

Policyholders have 24/7 access to concierge service arrangements, access to support and assistance ranging from psychological consultation, dietitian, hair and wig care services, transport arrangements and more. For more details, log on to [www.axa.com.my](http://www.axa.com.my)



### **AXA AFFIN Life Insurance Berhad**

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) 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.

### **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 Group**

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion in assets under management as of December 31, 2015. 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.

### **About National Cancer Society Malaysia (NCSM)**

The National Cancer Society Malaysia (NCSM), also known as Persatuan Kebangsaan Kanser Malaysia, is the first not-for-profit cancer organisation in Malaysia that provides education, care and support services for people affected by cancer. Over the last 50 years, it provides holistic cancer support to patients and caregivers. NCSM supports patients in understanding and dealing with cancer in various phases through its five cancer centres – the Cancer and Health Screening Clinic, Nuclear Medicine Centre, Resource and Wellness Centre, Quit Smoking Clinic and the Children’s Home of Hope and has branches in six states, i.e. Johor, Negeri Sembilan, Melaka, Perak, Penang and Sarawak.

For Cancer Information and Support, please call 1-800-08-1000



### **For media enquiries:**

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