



Press release

Seremban, July 17, 2019

AXA AFFIN Life Insurance Enhances Presence in Seremban, Negeri Sembilan with New Branch

AXA AFFIN Life Insurance is pleased to announce the opening of a new branch in Seremban, Negeri Sembilan located in Seremban 2. The official opening took place today and the location marks the 10th branch office for the company which has stepped foot in Malaysia since 2006. With the new branch, AXA AFFIN Life aims to increase the customer contact frequency by offering the Seremban community in-branch solutions and providing an extensive array of medical, health, savings and life protection products via agency and digital channels.

The new branch brings a breath of fresh air of modern 'look and feel' which encapsulates an open-concept at the working desk, vibrant energetic colors and minimalist design for all its other functional rooms. Hosting the opening ceremony was Mr. Rohit Nambiar (Chief Executive Officer) and ExCo members of AXA AFFIN Life Insurance. Joining them were esteemed guests, members of the media and fellow agents accompanied by a spectacular lion dance performance.

"We are thrilled to be expanding our footprint into the vibrant community of Seremban. As a customer-focused life insurer, we believe our purpose of empowering people to live better lives will meet the values and insurance needs of the people here. We look forward to supporting the thriving community, as well as growing families that call Seremban home", said Rohit Nambiar during his welcome address.

He further shared, "As life insurers, our main concern is primarily on the life insurance penetration rate. Bank Negara Malaysia aims to reach a penetration rate of 75% by 2020. As at today, we are only hitting less than 40%, which clearly shows that the market is underinsured. It is our responsibility as an insurer to reach out to as many customers possible through multiple distribution channels to ensure our customers here understand the needs of the products and insurance as a whole."



AXA AFFIN Life Insurance Berhad is a joint venture between Affin Bank and AXA Group, a worldwide financial protection leader, which is headquartered in Paris. AXA Group was named the No. 1 Global Insurance Brand for 10th consecutive year in the Best Global Brands ranking by Interbrand. Leveraging on AXA Group's strength as a financial protection expert and Affin Bank's local knowledge and diversified network, AXA AFFIN Life is focused on being the leading health and protection insurer in Malaysia.

For more details on AXA AFFIN's products and services, kindly log on to www.axa.com.my

Attached : Pictures of AXA AFFIN Life – Seremban Branch Opening Ceremony

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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 Group

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 107 million clients in 64 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.

For media enquiries:

AXA AFFIN Life Insurance Berhad

Esther Chew

PR & Communication Manager

Tel : +6016 366 3953

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