

# PRESS RELEASE

KUALA LUMPUR, 10 AUGUST 2015

## AXA AFFIN GENERAL INSURANCE BERHAD SUCCESSFULLY ORGANIZED AXA HEARTS IN ACTION RUN 2015

*Partnership with WWF-Malaysia to “get your hearts in action and save the planet”!*

AXA Affin General Insurance Berhad (AXA Affin GI) successfully organized its inaugural **AXA Hearts in Action Run 2015** event on 9 August 2015 at the beautifully-landscaped Setia Alam, Shah Alam. With the theme, “let’s get your hearts in action and protect our planet”, this debut event which comprises of 3 categories, Open 10km, Beginner 6km and Family 3km has managed to attract a total of 3,337 runners for all categories, exceeding our initial target of 3,000.

As one of the world’s largest organizations, whose business is to protect people over the long term, AXA has a responsibility to help build a more sustainable society. It is through adopting a responsible behaviour, as well as through sustainability added-value products and services, that AXA is able to most effectively participate in social, environmental and economic initiatives.

Registration fees collected for the run are 100% channelled towards WWF-Malaysia’s conservation work on large-scale priority areas that encompass a broad range of wildlife and ecological systems. A total amount of RM108,222.73 was raised to demonstrate AXA’s strong commitment and contribution towards creating a sustainable and responsible environment.



Runners wearing the official run shirt warming up before the start of AXA Hearts in Action Run 2015.



The Open 10km runners standing behind the starting line, all set!



CEO of AXA Affin General Insurance Berhad, Mr Emmanuel Nivet (standing right), flagging off for the Open 10km category.



CMO of AXA Affin General Insurance Berhad, Ms Rebecca Tan (standing right), flagging off for Beginner 6km while cheering to motivate the runners to go with faster pace.



Chief Legal & Claims Officer of AXA Affin General Insurance, Pn Aisah Belvi (front left, in blue) standing alongside with Chi Chi, World Wide Fund for Nature Malaysia's mascot (front right) before the start of Family 3km category.



Jasni Khairil, a veteran runner and the champion of Beginner 6km steadily in running action set a record of 00:23:59 to complete the run.



These ladies, showing off girls' power, trying their best to complete the run.



The photo says it all; anyone can get your hearts in action and run for a good cause.



A creative family member, dressing up in Superman t-shirts to show support to the event theme: Let's get your hearts in action and protect our planet!



Parents with babies in strollers, enjoying family outing together in the AXA Hearts in Action Run 2015 event.



Michael Xenos, finishing the race in superb timing of 00:33:44.94 making him the first to reach finishing line and the champion of Open 10km category.



Mr Emmanuel Nivet, giving his thank you note to all who made the event successful, includes AXA business partners, staff, customers and public as well as a few words of encouragement to all the participants.



Emmanuel Nivet (middle) handing over a mock cheque of RM 108,222.73 proceeds to WWF-Malaysia's Marketing General Manager, Mr Yeap Chong Wei (right) with Chi Chi's appearance in excited mood.



Family member enjoyed wholesome packed food on the field and bought back sponsors' goodies as well as good memory of the event.



Three young children, giving their thumbs up after the run and sharing the joy of receiving the finisher medals.





Parents and children, queuing up to get a WWF-Malaysia's face painting and learn about the extinction animals.



Participants, getting a basic health screening at the KPJ Shah Alam canopy to understand their health conditions.



10km finishers for AXA Hearts in Action Run 2015, posing for a photo to take part in the #AXARun selfie contest.

For more updates on the AXA Hearts in Action Run 2015, visit <http://www.axa.com.my/axa-hearts-in-action-run/> or follow us on the AXA Affin General Insurance Malaysia Facebook, @AXAAffinGIMY Instagram and Twitter for the latest happenings.

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### **About WWF-Malaysia**

WWF-Malaysia (World Wide Fund for Nature-Malaysia), the national conservation trust, currently runs more than 90 projects covering a diverse range of environmental protection work. Since 1972, WWF-Malaysia has worked on important conservation projects, from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas. We also undertake environmental education and advocacy work to achieve conservation goals. By conserving our natural resources, WWF-Malaysia is helping to protect our livelihoods, food and water supply, thus securing our good quality of life and our children's bright future. We thank our supporters whose donations enable our conservation work. If you would like to donate to WWF-Malaysia or learn more about our projects, please visit our website at: [wwf.org.my](http://wwf.org.my)

### **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 Group and Affin Holdings 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.

### **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 59 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

### **ABOUT THE AXA GROUP**

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

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.

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