

# PRESS RELEASE

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## AXA AFFIN GENERAL INSURANCE BERHAD ANNOUNCES PARTNERSHIP WITH WWF-MALAYSIA

**AXA Hearts in Action Run 2015: *Get your hearts in action and save the planet!***

AXA Affin General Insurance Berhad (AXA Affin GI) recently announced its partnership with the World Wide Fund for Nature Malaysia (WWF-Malaysia) to launch its inaugural **AXA Hearts in Action Run 2015** event. Present at the signing ceremony were Emmanuel Nivet, Chief Executive Officer of AXA Affin GI and Dato' Dr. Dionysius Sharma, Executive Director/CEO of WWF-Malaysia. Also present was Chi Chi, the official mascot of WWF-Malaysia.

AXA Affin GI as the Title Sponsor, AXA Hearts in Action Run will take place this coming 9 August 2015 at the beautifully-landscaped Setia Alam, Shah Alam.

Targeting to attract 3,000 runners of men, women and families, AXA Hearts in Action Run aims to:

- ✓ foster the understanding of the responsibility to protect the country's natural environment
- ✓ promote a healthy lifestyle among Malaysians
- ✓ give back to our living planet

The categories of AXA Hearts in Action Run 2015:

- Open 10km (Men & Women)
- Beginner 6km (Men & Women)
- Family 3km (Family with minimum 1 adult + 1 kid (5-12) years old; maximum 4 per team)

Registration fee will range from RM30 to RM60 per runner. All proceeds collected from the registration fees of AXA Hearts in Action Run 2015 will go towards WWF-Malaysia's conservation work on large-scale priority areas that encompass a broad range of wildlife and ecological systems.

"At AXA, Environment and Community are two of our Corporate Responsibility pillars. We are delighted to partner with WWF-Malaysia, whose ultimate goal is to achieve long-term and sustainable conservation impact in our country. In organizing this community-wide running event our aims is not only to help promote healthy lifestyles and family bonding but also to demonstrate our strong commitment and contribution towards creating a sustainable and responsible environment," said Emmanuel.

"We hope that Malaysians will enjoy this event and see that exercise can be fun. Bring your parents, your grandparents and your children and have fun as a family. For the Family 3km category, family members are encouraged to take part in the Most Creative Costume contest and dress up according to the theme: "Let's get your hearts in action and protect our planet!" Emmanuel added further.

"We are happy to collaborate with AXA as part of WWF-Malaysia's long-term commitment to conserve the environment. Saving our living planet is every individual's responsibility. While WWF-Malaysia undertakes biodiversity conservation projects to build resilience of the ecosystems, we urge the public to complement by adopting a less carbon intensive lifestyle, and businesses by moving towards more sustainable business practices," said Dato' Dr Dionysius Sharma.

AXA Hearts in Action Run 2015's official sponsors are Revive, Chek Hup Coffee, Perskindol, Nestle Fitness, Salonpas, MiCare, C.S. Yeo and Soon Huat Enterprise.

Registration for AXA Hearts in Action Run 2015 is currently open. To register, go to [www.myraceonline.com](http://www.myraceonline.com)

For information on AXA Hearts in Action Run 2015, visit <https://www.axa.com.my/2214/en/useful-links/axa-heart-in-action-run/axa-heart-in-action-run-2015> or email: [axaheartsinactionrun@axa.com.my](mailto:axaheartsinactionrun@axa.com.my)

Follow us on the AXA Affin General Insurance Berhad Facebook page for the latest updates.

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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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