

# PRESS RELEASE

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## AXA AFFIN GENERAL INSURANCE BERHAD LAUNCHED SME **SmartBusiness** SOLUTION CAMPAIGN 2015

**20% cash advance payment within 5 workings days for fire and burglary claim**

AXA Affin General Insurance Berhad (AXA Affin GI) launches SME **SmartBusiness** solution campaign 2015 today. This is the second year AXA Affin GI continued its effort in promoting SME **SmartBusiness** solution which was launched the previous year. **SmartBusiness** is carefully designed as the insurance solutions for SME. It offers a series of products suite specific to support the different SME business' needs. The products, namely SME SmartBusiness for "Retail", "Beauty and Wellness" and "Specialised Services" are affordable and flexible in catering to different segments of SME business' needs. One of the unique offers is the 20% cash advance payment within 5 working days upon establishing the initial loss.

"As one of the world's largest organizations, AXA is all about protection. Protecting people is our calling and protection is our mission. AXA Affin GI continues its transformational journey in Malaysia, redefining standards, day after day. It is an ongoing commitment to protect what matters most to our customers. The SME **SmartBusiness** solution is a result of an extensive research on more than 500 SMEs in Malaysia, "Emmanuel Nivet, CEO of AXA Affin GI explained. "We identified not only the market landscape; we also gathered insights on SME industry to deep dive into the insurance priority of SMEs and the mindset of SME owners as well as to address the protection issues face by the SMEs" he added.

The SME **SmartBusiness** solution campaign is introduced nationwide with a series of advertising campaigns, ranging from outdoor advertising, print media, on air radio announcement to digital advertising. To illustrate the uniqueness of **SmartBusiness** Solution, a one-minute SME video is developed to illustrate the product concept in an interesting and informative manner. This SME **SmartBusiness** solution campaign provides better understanding of SME **SmartBusiness** range of products and help to communicate the importance of insurance protection and also to create awareness that having an Insurance protection can be affordable. "SME business owners operate in small or medium scale of setup do not usually take protection as priority in their businesses. We hope this series of advertising campaign is able to reach out and convey the message to the SMEs on managing risk and ensuring adequate protection for their businesses," Emmanuel emphasized. "Insurance is more than compensating loss; AXA Affin GI helps SME business owners to get back on their feet, even when the unexpected happens. This will ensure the continuity of their businesses. " he continued.

AXA Affin GI continues to leverage on its strong foot print of distribution channels which includes brokers, bank partners and its more than 4,000 agents to offer protection and business solutions to its customers and corporations. With that, AXA Affin GI has specially developed an e-tool for SME **SmartBusiness** range of products – the SME Quotation Tool. This quotation tool embedded with the functionality to generate quotation and product information allows a proposal to be produced instantly. This quotation tool is compatible with any mobile devices, tablet or desktop. It allows our agents and distribution channels the mobility to be at the business owners' business site to advise and support the SMEs on their insurance needs.

Apart from that, AXA Affin GI created a SME community, namely AXA SME Club. It is introduced with the aim to better support and equip AXA Affin GI agents with the skill and product knowledge on SME Insurance solutions. This club was piloted in 2014 and now has a steady number of 540 agents nationwide. Some of the activities organized for the members include product training, best practices transfer, success story sharing, update on SME

business landscape and achievement recognition program.

AXA Affin GI believes that SME **SmartBusiness** Insurance addresses the protection needs of SMEs as it protects the business, owners and their employees, and ensures business continuity. For more information on AXA's SME **SmartBusiness** solutions, visit <http://www.AXAsme.com/> or call 03-2170 8282.

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#### 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.

AXA Affin General Insurance Berhad Contacts:		
Tengku Azrawati Tengku Arshad	T   03-2170 8425	E   azrawati.arshad@axa.com.my
Thai Jia Vay	T   03-2170 8548	E   jiavay.thai@axa.com.my