

AXA AFFIN LIFE CONTINUES EFFORT IN RECOGNIZING WOMEN BY REWARDING MOTHERS IN STYLE

Kuala Lumpur – In line with AXA AFFIN Life Insurance (AALI) Berhad’s continuous effort in being the most female-friendly insurer in Malaysia, a series of events were organized with the aim of recognizing and rewarding mothers in the society. A “*Grand Supermarket Sweep*” was held during the day, followed by a relaxing “*Movie Under The Stars*” by night.

The “*Grand Supermarket Sweep*” was held at AEON BIG Subang Jaya where five pairs of mother and child were all geared up to sweep RM1,000 worth of goods each to bring home. The adrenaline rush from the participants boosted the energy level on the floor as they raced towards the check-out point with their full shopping carts when the timer ticked off to its final minute. The five pairs of finalists were selected through AXA’s Facebook contest beforehand where they were required to send in their best moment captured with their mums.



All smiles on everyone’s face as the participants bring home RM1,000 worth of goods each at the AXA Grand Supermarket Sweep

In the evening, “*Movie Under The Stars*” was held at Stratosphere, The Roof. A total of 300 guests were greeted with the skyline of the greater Klang Valley and a wide spread of buffet dinner accompanied by the gorgeous tangerine sunset surrounding the green helipad.



A total of 300 guests were greeted with the skyline of the greater Klang Valley and a wide spread of buffet dinner

The agenda for the night made its final stop as guests got snugly on beanbags with their popcorn and the lights were dimmed. It was finally time for the screening of fantasy-comedy, “*Freaky Friday*” – a perfect movie filled with light-hearted humour showcasing a typical modern day mother and daughter relationship.



Guests getting comfortable at the “AXA Movie Night” before the screening of the movie

Hosting both the events, Mr Emmanuel Wehry (Chief Distribution and Marketing Officer of AXA AFFIN Life) mentioned, “The role of mothers in society is too important and not acknowledged well enough. To honour mums from our end, we have introduced an array of unique benefits to empower women to continue pursuing their career even after starting a family. AXA AFFIN Life is the **first insurance company in Malaysia to introduce maternity benefits to our female agents**. On top of that, we also offer additional financial incentives, ‘*Learning & Expedition*’ overseas trip for outstanding female agents and also women networking opportunities like these within the company.”

“This is our way of showing appreciation for all the sacrifices mothers make for their families each and every day. But most importantly, it is to recognize the real contribution made by mothers to the economies of the world and their nurturing effect on society”, he further added.



Mr Emmanuel Wehry (Chief Distribution & Marketing Officer of AXA AFFIN Life) giving his welcome address at the AXA Movie Night

For more details on AXA AFFIN Life’s range of unique female benefits, log on to www.facebook.com/MYAXAAffin

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 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 : (603) 2117 6670 / +6016 – 366 3953

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