

## **3<sup>rd</sup> AXA Corporate Responsibility Week brings together 160,000 staff to raise fund for Risk Education**

AXA's third global Corporate Responsibility (CR) Week (8 – 16 June) will bring together over 160,000 employees in 57 countries in support of Risk Research and Education, competing in a global challenge to raise funds for local AXA Hearts in Action risk education projects. Each local entity will seek to contribute the most kilometres from walking, biking, hiking and volunteering to secure part of a €200,000 prize fund for their local charity project – the final contribution depending on their rank among all AXA entities.

In addition to the Global Challenge taking place on 13<sup>th</sup> June, AXA Asia will also organise a special 24-hour relay activity to raise money for regional causes. The Regional Office (RO) and Entities will select a 2-hour slot within the 24-hours (midnight on June 12 to midnight on June 13) to have volunteer sports enthusiasts hike, run, stair-climb or cycle to form a day-long relay around Asia. Each km achieved will result in the RO donating HK\$4 to a regional Asia Charity, with the goal of covering 10,000km and a total donation of HK\$40,000.

In Malaysia, 800 employees from both AXA AFFIN Life Insurance and AXA AFFIN General Insurance have pledged to walk a minimum of five (5) kilometres on the Global Challenge Day. Combining the number of kilometers from walking, biking, and hiking with hours of volunteering, both entities are targeting to contribute a total of 8,000 kilometers to form part of the global target of 200,000 kilometers.

Loke Kah Meng, CEO of AXA AFFIN Life Insurance Berhad said, "One of the objectives of the CR Week is to educate our employees about Risk Education and call on them to act as ambassadors. This year, AXA AFFIN Life's CR theme is Cancer Risk Education. Apart from the Global Challenge, AXA AFFIN Life Insurance is also organising health talks on Cancer Detection & Prevention and Diet & Lifestyle After Cancer, as well as cancer risk prevention activities such as educating staffs how to eat healthily."

"We also believe in supporting the communities in which we operate, therefore, our staff will involve in volunteering works like spring cleaning and tree planting at The National Cancer Society Malaysia and Children's Home of Hope. We have also launched a Donation of Recyclable exercise to collect items such as books, blankets and kitchen utensils from our staff to the Children's Home of Hope for children who are under treatment for cancer. Fund raised from the CR activities will be donated to The National Cancer Society Malaysia", added Mr Loke.

AXA Affin General Insurance Berhad on the other hand will focus on an environmental theme for this year's 'Risk Research and Education' by volunteering in tree planting activity at the Forest Research Institute Malaysia (FRIM) with children from 4 charity homes."Saving the environment is everyone's responsibility and we have done quite a bit on our part to help preserve it. Last year we reduced our paper usage by 39 tons which is equivalent to approximately 1,049 trees. We are also organising environmental photo contest and AXA Earth Minutes to create awareness amongst the staff. These activities will be carried out throughout the CR Week alongside other programs such as free health screening (courtesy of Prince Court Medical Hospital) and our annual blood donation drive which are open to our distributors and members of the public", said Emmanuel Nivet, CEO of AXA Affin General Insurance Berhad. He further added that funds raised from the Global Challenge will be channelled to Living Hope Malaysia.

Shubhro Mitra, Chief Corporate Responsibility Officer for AXA Asia said, "In 2012 our employees across the 8 entities in AXA Asia truly excelled themselves in their efforts during CR Week, and we are sure that they will outdo themselves once again this year. Feedback from last year revealed that 87% felt the week-long activities demonstrated that CR was becoming part of how to do business in the company. We also see it as a great motivation tool, as over 90% of our staff felt an increased sense of pride in being an AXA employee through the week's activities as they were able to support local and regional community projects.

AXA is committed to corporate responsibility toward its staff, customers, the community and the environment. This includes reducing our worldwide carbon footprint and our Corporate Responsibility strategy has enabled us to reduce our global CO2 emissions by 34% and power consumption by 16% since 2008, according to our 2012 environmental tracking survey. This tangible impact is the result of the efforts of all our employees, and we will continue to support this mindset in the year to come."

AXA's Corporate Responsibility week is a global annual event dedicated to all AXA's employees with the goal to inspire commitment and pride by sharing how CR is part of their day to day business, educating them to act as ambassadors on Risk Education, and bringing them together to build momentum and emotion around a common theme. These activities revolve around volunteering, education and supporting the environment.

### **About AXA's Corporate Responsibility strategy**

AXA's strategy is to place Corporate Responsibility both at the heart of its business as well as its day to day interactions with its stakeholders. It is through adopting responsible behaviour that the Group is able to most effectively participate in social, environmental and economic progress. The Group's corporate responsibility policy flagship is on risk research and education, and this commitment includes notably the following key initiatives:

- Volunteer work, carried out through the AXA Hearts in Action international solidarity organization for 21 years. In 2012, over 28,500 employees volunteered in charity projects around the world.
- The AXA Research Fund that supports science contributing to understanding and preventing environmental, life, and socio-economic risks.
- A partnership with the humanitarian NGO CARE, to help vulnerable populations better face climate and health risks.

For more information: <http://www.axa.com/en/responsibility/strategy-commitments/>

### **About AXA in Malaysia**

#### **AXA Affin General Insurance Berhad**

AXA Affin General Insurance Berhad is one of the leading general insurance companies in Malaysia, providing protection solutions to individuals and businesses. We employ about 700 people in 21 offices all over Malaysia, and services more than 300,000 customers through nearly 3000 agents. With over 130 years of experience in Malaysia, we have expertise in personal, business and health insurances.

#### **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 committed to become a preferred company in financial protection and wealth management. AXA Asia is part of the AXA Group, and has grown rapidly in Asia with a presence in China, Hong Kong, Indonesia, India, Malaysia, the Philippines, Singapore and Thailand. AXA Asia serves over 6.4 million customers and employs over 7000 employees across the region at the end of 2012.

## **About the AXA Group**

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 102 million clients in 57 countries. In 2012, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 4.3 billion. AXA had Euro 1,116 billion in assets under management as of December 31, 2012.

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.

## **Media Relations**

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