

AXA AFFIN Launched 'A Gift of Health' Campaign

27 March 2013, Kuala Lumpur – AXA AFFIN Life Insurance Berhad today announced the launch of its "A Gift of Health" campaign which aims to encourage a healthier living for Malaysian. AXA AFFIN sincerely wish to help individuals to achieve their healthy living goals for the year 2013 with this health campaign which kicked off on 25 March 2013 and will end on 31 May 2013.

Excellent health is the best reward in life itself, and at AXA AFFIN, consumers will be rewarded for sharing their healthy living goals with us. It is that simple, just visit www.axa-affin.com and submit your meaningful healthy living goal for the year and stand a chance to win fabulous weekly health gifts worth up to RM30,000! Tell us what your healthy living goal is for 2013, AXA AFFIN will customize a special health gift to help you to achieve it. The weekly gift of health from AXA AFFIN could be a 6 months personal training program designed for weight loss, a retreat to Bali for meditation purposes, or even professional consultation by celebrity chef on healthy eating. This online health campaign will run for a total of 9 weeks with 9 different winners every week.

AXA AFFIN believes that a person's wellbeing can be accomplished through 3 major pillars of health; physical health, mental health and nutrition health. AXA AFFIN will facilitate those who share their healthy living goals in relevance to any of these 3 health pillars, and how it can lead to a meaningful life to realize their goals. With the help of online and social media platforms, AXA AFFIN also hope that the campaign will increase public awareness on healthy living and that the winners can be the source of inspiration to others in the country.

In addition to the online campaign, AXA AFFIN is bringing "A Gift of Health" on ground activations to Kuala Lumpur, Penang and Johor Bahru. Consumers are invited to join us as there will be games and activities throughout the 2-day event at each venue with prizes and freebies worth up to RM70,000. The campaign mascots will be making their debut appearance for the first time too!

Details of the on ground activations are as follows:

States	Location	Date & Time
Johor Bahru	KSL City Mall, Lot B1 Ground Floor,	11 – 12 May 2013 (Saturday & Sunday) 10am to 9pm
Penang	Gurney Plaza, Ground Floor	18 – 19 May 2013 (Saturday & Sunday) 10am to 9pm
Kuala Lumpur	The Curve Fashion Court Ground Floor	25 – 26 May 2013 (Saturday & Sunday) 10am to 9pm

Be part of the healthy living community with AXA AFFIN today.

To participate in the online contest, please log on to www.axa-affin.com.

About AXA AFFIN in Malaysia

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN) 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 is focused on helping individuals manage risk and achieve their financial goals. AXA AFFIN will strive to build close and lasting relationship with its customers, offering them care, support and advice with the highest standard of professional ethics.

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