

## **AXA AFFIN PROVIDES FINANCIAL AID TO 4000 CANCER PATIENTS**

**AXA AFFIN Life Insurance fulfils its pledge  
to support cancer patients through collaboration with NCSM**

**Kuala Lumpur, 19 June 2014** – AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) today fulfilled its pledge to give back to the community by supporting cancer patients, through its collaboration with the National Cancer Society of Malaysia (NCSM). Mr. Loke Kah Meng, Chief Executive Officer of AXA AFFIN Life Insurance Berhad handed over a mock cheque to Dr. Saunthari Somasundaram, President and Medical Director of NCSM. The presentation marked the end of AXA AFFIN Life's cancer awareness campaign; the AXA 110 Cancer Care Project which commenced in November last year. The campaign was a collaborative effort between AXA and NCSM in conjunction with the launch of two new plans: AXA 110 Cancer Care Plan – the first and only online cancer insurance plan in Malaysia and AXA 110 Critical Illness Care Plan.

The contribution by AXA AFFIN Life will go towards the funding of chemotherapy day-care usage at NCSM's Cancer Treatment Centre, in hopes that it may provide some emotional comfort and to ease the financial burden for those who are already burdened by their illness. AXA AFFIN Life will be supporting 4,000 cancer patients by subsidizing one chemotherapy day-care usage for every policy sold under the 110 Cancer Care Project.

AXA AFFIN Life is also honouring the contribution of the 156 bloggers who have passionately and enthusiastically helped to raise cancer awareness online, through their blogs. The success of this campaign which has garnered more than half a million visits to the 110 Cancer Care portal, is a testament of their commitment. Engaged by AXA AFFIN Life through the campaign, our blogger friends have shown great commitment and active participation for the cause. AXA AFFIN Life honours their contribution today with a certificate of appreciation and thanked them for helping to reach out to society at large by highlighting the impact and devastation of cancer, and the importance of early detection and care.

As a Global Leader in Health and Protection, AXA is not just about providing financial assistance to meaningful causes but also about how each and every single AXA employee can actively contribute their time and energy to a worthy cause. AXA is a strong believer in giving back to society and recognise that the community around us have been fundamental in the continued success of the organisation. Today's presentation and award ceremony coincides with AXA's Corporate Responsibility (CR) Week which takes place from 14<sup>th</sup> to 22<sup>nd</sup> June 2014. Aptly themed 'Protection', the AXA CR Week activities include volunteer maintenance works at NCSM headquarters, talks covering various topics including Fire Prevention, Occupational Safety & Health, Stress Management and a health screening session. The number of volunteer hours clocked by AXA AFFIN Life employees during this week will be translated to a ringgit equivalent, which in turn will be channelled to another worthy cause.

"We hope our contribution today would go a long way towards making the patients' life more comfortable as they focus on fighting the disease. At AXA AFFIN Life, we believe very strongly that success comes with being a responsible corporate citizen and our campaigns and activities are always geared towards contributing and supporting the community that we are living in to make it a better place", said Mr. Loke.

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#### **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 56 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 157,000 employees serving 102 million clients in 56 countries. In 2013, IFRS revenues amounted to Euro 91.2 billion and IFRS underlying earnings to Euro 4.7 billion. AXA had Euro 1,113 billion in assets under management as of December 31, 2013.

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.

This press release is also available on AXA AFFIN Life web site: [www.axa-affin.com](http://www.axa-affin.com)

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