

AXA AFFIN LIFE LAUNCHES NEW INSURANCE PLAN FOR 2015 THE MONEYMAX SAVER

An insurance plan that offers guaranteed annual income
to you and your loved ones

AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) unveiled its **newest savings insurance plan** for 2015 called the **MoneyMax Saver** in Genting Highlands, witnessed by more than 700 agents. The plan is aimed at **helping consumers increase their chances of having a financially secure retirement and future for themselves and their loved ones.**

When the time of retirement approaches, there is always a possibility that the savings most of us thought would be sufficient to get us through our retirement years is not adequate. The ever growing rate of inflation and the rising cost of living may adversely affect retirement income needs while unexpected expenses like hospitalisation and medical treatment cost due to accidents or critical illness can easily wipe-off our hard-earned savings.

For a lot of hardworking breadwinners, their savings are invested and dependent on EPF contributions, which is very likely not sufficient for retirement life. The 2013 EPF statistics for members aged 54 years revealed that approximately 70,000 active contributors have an average savings of just under RM167,000 while 69% have savings of RM50,000 and below*. In helping to increase the chances of having a better financially secure retirement and future for us and our loved ones, AXA AFFIN Life has designed an insurance plan **that offers three key benefits** to meet today's consumer needs i.e. **high guaranteed annual income** or "cash endowment", **growth opportunities via dividends and investment upside** as well as **insurance protection.**

"The plan aims to provide customers with income certainty through its guaranteed annual income feature, which will be paid annually starting from end of 1st policy year. The guaranteed annual income payable is 5% p.a. of the basic sum insured from 1st policy year, 8% p.a. from 6th policy year and 18% p.a. from 11th policy year onwards until policy maturity," said Ms. Grace Lee, Head of Product Development of AXA AFFIN Life at the launch event.

“MoneyMax Saver is specially designed for continuity and legacy in mind without neglecting the customers’ intended financial objectives. This guaranteed annual income will continue to be payable even in the event the insured passes on. The plan not only provides a lump sum benefit upon claim, it also continues to pay the remaining guaranteed annual income to the named beneficiary until the end of the policy term. With that, customers will reap the maximum benefit of the plan, regardless of the situation and more importantly, it allows peace of mind knowing that your retirement and your family’s financial security are well taken care of.” Grace added.

Apart from guaranteed annual income, MoneyMax Saver provides **growth opportunity**, with **potential cash dividends as well as flexibility to invest into the professionally managed investment funds** to enhance your wealth accumulation.

Consumer will also enjoy **insurance protection** against death or total permanent disability throughout the policy term.

For your better financial planning, MoneyMax Saver came with **flexible policy term options with a short premium payment period**, taking into account that everyone has different financial needs and commitments to consider. Customers only require to commit 5 years of regular savings to enjoy the benefits in a choice of **4 different policy terms** i.e. 15, 20, 25 or 30 years. The short payment period will ease customers from long term premium commitment and help them to better plan their financial responsibilities.

Mr. Quek Lai Seng, Chief Agency Officer of AXA AFFIN Life who was also present at the launch of MoneyMax Saver revealed that this is an ideal plan for those who are looking for alternative solution for retirement that combines guaranteed income, growth opportunity and insurance protection into one plan. “Our Agency members are very excited with the introduction of this plan as they see that the unique features of MoneyMax Saver will help to meet the financial needs of their customers,” he said.

Mr. Quek also shared that AXA AFFIN Life’s agents will be well equipped with comprehensive training before they approach any customer. “We want our customers to see our agents beyond the role of an insurance agent but as a wealth planner whom they can seek advice from on how to plan their future financially and how to diversify their savings and investment not only for the insured but extend the benefits to their loved ones.”

* Source: KWSP, EPF savings and your retirement, 24 July 2014

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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

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