

Press release

Kuala Lumpur, January 29, 2019

AXA AFFIN Rewards Healthy Lifestyle with Upgraded Step It Up+ Step It Up+ is the first-in-the-market transformational wellness programme which motivates Malaysians to be healthier with cashback rewards

- AXA AFFIN Life Insurance customises two campaigns in **Step It Up+** to appeal to more Malaysians.
- **Fitter Me** campaign motivates customers to meet their desired fitness goal by increasing their step count and get rewarded with cashback up to 24% on their first year annual premium.
- **Better Me** campaign empowers customers to improve their health with a dedicated online health coach and get rewarded with cashback incentives up to RM600 once they achieve certain health milestones.

Malaysia does not fare well when it comes to fitness and health with recent national health studies revealing worrying overall statistics in terms of obesity, hypertension, diabetes and cholesterol.¹ This is fueled further by studies showing that the number of youths hospitalised doubled in the past four years of which 34% of them were diagnosed with high blood cholesterol levels.²

With the desire to motivate Malaysians to take charge of their wellness and to keep to their goals, AXA AFFIN Life Insurance stepped up a notch with **Step It Up+**, the first-in-the-market transformational wellness programme complete with two campaigns to appeal to a wider group of Malaysians – those who are taking proactive measures to lead a healthier lifestyle and those facing common health risks such as being overweight, or having high cholesterol, borderline high blood pressure or high blood sugar.

“As we thrive to become Malaysia’s preferred Health & Protection partner, AXA AFFIN is proud to be the first insurer to offer a comprehensive health transformation programme extended to those with the four most common health risks in Malaysia. In-line with our vision of moving from payer to partner, we hope this unique health eco-system can empower Malaysians to focus on preventive healthcare throughout their journey with us. We incentivise healthy habits, rewarding them with cashback when they achieve their health milestones which

¹ New Straits Times, ‘One in three adult Malaysians have hypertension’, <https://www.nst.com.my/news/2016/06/150074/one-three-adult-malaysians-have-hypertension>

² The Star Online, ‘More and more youths ending up in hospitals’, <https://www.thestar.com.my/news/nation/2017/11/17/more-and-more-youths-ending-up-up-in-hospitals/>

will be monitored on a monthly or quarterly basis to ensure they get the boost and motivation they need,” said Mr. Rohit Nambiar, Chief Executive Officer of AXA AFFIN Life Insurance Bhd.



The **Fitter Me** campaign motivates customers to meet their desired fitness goal by increasing their step count. Customers can set one of two personal fitness goals to achieve either 6,000 steps or 10,000 steps on an average daily basis. Once they achieve their fitness goal, they will receive **cashback of up to 24% on their first year annual premium**. They can also receive an additional special kick-start reward of up to RM100, to be paid one-off, if they achieve their desired fitness goal consecutively for the first two months from the policy effective date.

Steps will be tracked via the BookDoc app and customers will be able to enjoy other rewards and benefits offered by BookDoc such as discounts on gym membership, wearable fitness devices, fitness apparel, healthy food, health screening, movies and others.

The **Better Me** campaign is a structured programme to help those who are overweight, or have been identified as having high cholesterol, borderline high blood pressure and high blood sugar to improve their health. Partnering with Naluri, AXA AFFIN will offer customers a dedicated online health coach for nine months free-of-charge and a bluetooth weighing scale to monitor their progress. Customers will have to check-in with the professionals once every three months based on goals set for them to improve their weight, cholesterol, blood pressure and blood sugar levels. On achieving the health milestones, customers can look forward to a maximum **cashback of up to RM600**.

The **Fitter Me** and **Better Me** campaigns are open to new applications of the AXA AFFIN Wealth Series Plan from now until 30 June 2019.

For more information on **Step It Up+**, visit www.axa.com.my or contact your nearest AXA AFFIN Life agent.

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 105 million clients in 64 countries. In 2017, IFRS revenues amounted to Euro 98.5 billion and IFRS underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

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.

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ABOUT AXA AFFIN LIFE INSURANCE BERHAD

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad 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. As of October 2017, AFFIN Bank is now the Bank Holding Company for AXA AFFIN Life.

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