

# Press release

Kuala Lumpur, Oct 24, 2018

## AXA AFFIN Launches Step It Up

Step It Up is a wellness programme which empowers and rewards Malaysians who lead a healthy lifestyle

- AXA AFFIN Life Insurance is calling all Malaysians to **Step It Up** towards a healthier and fitter nation.
- **Step It Up** is a wellness programme which empowers and incentivises Malaysians who take proactive measures to lead a healthier lifestyle.
- Customers who achieve their desired fitness goals can enjoy premium rebates up to 24% on their first year annual premium and enjoy other healthy lifestyle rewards.

Malaysia has been identified as the country with the highest obesity rate in Southeast Asia. The number of patients hospitalised between the age of 18 - 40 years have doubled in the span of 4 years with 34% of the age group are diagnosed with high blood cholesterol levels.\*

With this in mind, AXA AFFIN Life Insurance Berhad (AALI) is calling all Malaysians to **Step It Up** towards a healthier and fitter nation. **Step It Up** is a wellness programme which empowers and incentivises Malaysians who take proactive measures to lead a healthier lifestyle.

The **Step It Up** programme consists of three main pillars – set your desired fitness goal, meet your goal and enjoy the rewards. The fitness goals are divided into 2 tiers - 6,000-steps or 10,000-steps on an average daily basis which can be achieved via a broad choice of healthy activities, including running, walking, hiking and other similar forms of exercises. Once customers have achieved their desired fitness goals throughout the months, they can enjoy **premium rebates up to 24% on their first year annual premium**. Customers can also reap the rewards of their healthy lifestyle by enjoying discounts in gym membership, wearable fitness devices, fitness apparel, healthy food, health screenings and movies, etc.

**Step It Up** will first be opened to customers who purchase the AXA Wealth Series products with Hope Medic 2 Rider from now till 31st December, 2018. Customers will be able to track their steps through BookDoc - a health rewards platform that will incentivise healthy living and provide access for customers to search and make appointments with specialist doctors. The mobile app is compatible with an array of wearable fitness devices and can be downloaded from both Apple Store and Google Play Store.



**NEW**

# Step It Up

*Set Your Fitness Goal  
Meet Your Desired Fitness Goals  
Receive Premium Rebate Up To 24% p.a.\**

**Campaign ends 31 Dec 2018**

\*Terms & Conditions Apply



“As we thrive to become Malaysia’s preferred Health & Protection partner, AXA AFFIN aims to provide a unique health eco-system that empowers Malaysians to adopt the habit of exercising and staying active. **Step It Up** is in-line with our vision of moving from payer to partner to focus on preventive healthcare throughout our customer’s journey with us. We incentivise healthy habits, rewarding them with meaningful benefits for taking sustainable steps to improve their health and well-being” , said **Mr. Rohit Nambiar, Chief Executive Officer of AXA AFFIN Life Insurance Bhd.**

Between a ten-year time frame from 2005 - 2015, there is an increase of 232% in the number of Malaysians who suffered from Non-Communicable Disease (“NCD”).\*\* In 2016, 73% of the total deaths were due to NCDs, and half of the number were caused by cardiovascular diseases.\*\*\*

“With the shocking statistic and deterioration of health in the country, we are committed to engage our customers by incorporating a healthy lifestyle proposition. All these efforts are concentrated towards living benefits. It has been scientifically proven time and time again and further strengthen based on my personal experience as an avid runner that a healthy body speaks a clear mind which will result in better focus, performance and make better decisions as individuals. After all, the biggest wealth for a customer is their health and the ability to enjoy a fulfilling life. This will eventually lead to long-term healthcare savings”, said **Ms. GG Kam, Chief Customer Experience Officer of AXA AFFIN Life Insurance Bhd.**

For more information on **Step It Up**, visit [www.axa.com.my](http://www.axa.com.my) or contact your nearest AALI agent.

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**Source:** \*The Star

<https://www.thestar.com.my/news/nation/2017/11/17/more-and-more-youths-ending-up-in-hospitals/>

\*\*National Health and Morbidity Survey 2015

<http://iku.moh.gov.my/images/IKU/Document/REPORT/nhmsreport2015vol2.pdf>

\*\*\* 12<sup>th</sup> Ministry of Health (MOH) – Academy of Medicine of Malaysia (AMM) Scientific Meeting 2017

[http://www.acadmed.org.my/view\\_file.cfm?fileid=855](http://www.acadmed.org.my/view_file.cfm?fileid=855)

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#### 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.

This press release and the regulated information made public by AXA pursuant to article L. 451-1-2 of the French Monetary and Financial Code and articles 222-1 et seq. of the *Autorité des marchés financiers*’ General Regulation are available on the AXA Group website (axa.com).

#### 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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#### FOR MORE INFORMATION:

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