



Press release

Kuala Lumpur, Sept. 26, 2017

AXA Hearts In Action Run 2017 contributes RM150,000 to support 5 good causes!

- AXA Hearts In Action Run contributes **RM150,000** to 4 NGOs .
- AXA named **No.1 Global Insurance Brand** for 9th consecutive year.

The third edition of AXA Hearts In Action Run 2017 ("Run") recently took place on 24 September 2017 at MAEPS, Serdang. Comprising of 2 categories: 12KM & 6KM, with 5,000 runners putting on colourful Run T-shirts to show their support for one of five social causes:

- Green (ENVIRONMENT) – to support environmental conservation
- Orange (ANIMALS) – to support wildlife protection
- Yellow (HEALTH) – to support healthy lifestyles and the fight against diseases
- Pink (WOMEN) – to support women empowerment
- Blue (CHILDREN) – to support the fight against child poverty

With the Run, a total contribution of RM150,000 was made to four NGO partners – **WWF Malaysia, National Kidney Foundation of Malaysia (NKF), National Council of Women's Organisations Malaysia (NCWO), and World Vision Malaysia (WVM)**, to support their continuous efforts in making a positive impact in these five causes.

"At AXA, our purpose is to empower people to live better lives. I believe this Run strongly supports this, by encouraging a healthy and active lifestyle among Malaysians, as well as contributing towards five good causes. Whether it is via our products and services, or events and Corporate Social Responsibility initiatives, we are constantly looking for ways to empower our customers, partners and communities to live better lives. I am pleased to see many familiar faces returning who have supported the Run for all three years. This shows that there is a strong support for what we are trying to achieve," said Emmanuel Nivet, Chief Executive Officer of AXA Affin General Insurance Berhad.

In addition to a fulfilling run, participants and families were treated to fun activities at MAEPS, such as special appearances by radio and social media celebrities Dennis Yin and Jazel Lim, free health checks, promotional offers, obstacle courses and more, offered by AXA and the official partners of the Run, including: Brooks (Official Apparel Partner), Revive (Official Isotonic Drink Partner), Axis Physiotherapy (Official Physiotherapy Partner) and many more.

AXA was recently named the No. 1 Global Insurance Brand for the 9th consecutive year in the *Best Global Brands* ranking by Interbrand, and was also ranked 3rd among all financial services brands. AXA has undertaken an organisational transformation to support its purpose of empowering people to live better lives, by creating more value for customers, and becoming a true partner, playing a more meaningful and active role in their lives. This transformation is supported not only in its business model, but also its Corporate Responsibility initiatives such as this Run, to raise awareness and bring positive change to key social issues.



5,000 runners in their colorful running T-shirts showing their support for the 5 causes



Emmanuel Nivet accompanied by WWF-Malaysia Mascot, Chi Chi & NKF Mascots, Mr. & Mrs. K before the 6km flag off



**Winners of 12km WOMEN category,
with Emmanuel Nivet - CEO of AXA Affin General Insurance Berhad**



**Winners of 6km MEN category,
with Rebecca Tan - CMO of AXA Affin General Insurance Berhad**



Emmanuel Nivet handing over a total contribution of RM60,000 to WWF-Malaysia representatives – Ms Shynta (Head of Finance) & Dr Sundari (Director of Conservation)

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ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 165,000 employees serving 107 million clients in 64 countries. In 2016, IFRS revenues amounted to Euro 100.2 billion and IFRS underlying earnings to Euro 5.7 billion. AXA had Euro 1,429 billion in assets under management as of December 31, 2016.

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 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 64 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad was incorporated in Malaysia on July 12th, 1975 as a licensed general insurance company. It is a joint venture between AXA Group and Affin Holdings Berhad, one of the leaders in Malaysia's financial services industry. Prior to that, companies that now form part of the AXA Group, operated in Malaysia for a period stretching back to 1874.

FOR MORE INFORMATION:

AXA Affin General Insurance contacts:

Sherene Yong: T : +603 2170 8425
E : sherene.yong@axa.com.my
Jason Ng: T : +603 2170 8568
E : jason.ng@axa.com.my

Corporate Responsibility strategy:

axa.com/en/about-us/strategy-commitments

SRI ratings:

axa.com/en/investor/sri-ratings-ethical-indexes

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Certain statements contained herein may be forward-looking statements including, but not limited to, statements that are predictions of or indicate future events, trends, plans or objectives. Undue reliance should not be placed on such statements because, by their nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results and AXA's plans and objectives to differ materially from those expressed or implied in the forward looking statements. Please refer to Part 4 - "Risk factors and risk management" of AXA's Document de Référence (Annual Report) for the year ended December 31, 2016, for a description of certain important factors, risks and uncertainties that may affect AXA's business, and/or results of operations. AXA undertakes no obligation to publicly update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.