



Press release

Kuala Lumpur, 19 Aug, 2020

AXA NAMED INTERNATIONAL GENERAL INSURER OF THE YEAR FOR THE 5TH CONSECUTIVE YEAR

AXA Affin General Insurance Berhad (AXA) achieved yet another commendable milestone, receiving the **International General Insurer of the Year - Malaysia** and **New Insurance Product of the Year - Malaysia** awards for the 5th consecutive year at the Asian Banking and Finance (ABF) Insurance Asia Awards 2020.

AXA is the **first and only insurer in Malaysia** to have attained this great achievement at the ABF Insurance Asia Awards. This further solidifies AXA's market-leading reputation for its commitment to protect what matters to customers with innovative and customer-centric solutions.

The award presentation was held virtually on 5th August 2020 by the Asian Banking and Finance Magazine — a leading publication within Asia's dynamic financial services industry. The prestigious award is dedicated to esteemed financial institutions in Asia. Award recipients are chosen after a rigorous selection process by a panel of judges consisting of industry experts.



*Emmanuel Nivet, CEO of AXA Affin General Insurance Berhad, received 2 prestigious awards - **International General Insurer of the Year - Malaysia** and **New Insurance Product of the Year - Malaysia** awards for the 5th consecutive year from Asian Banking and Finance Insurance Asia Awards 2020.*



In a digital interview session with Tim Charlton, Editor-in-Chief of Insurance Asia Awards, Emmanuel Nivet, CEO of AXA said, “We are truly humbled to receive this great recognition for the 5th consecutive year. This is a strong validation of our performance and the hard work of our people. Our sincere gratitude goes to all our stakeholders—this would not have been possible without the confidence and trust of our valued customers, partners, agents and employees.”

AXA’s winning recipe lies in its strong focus in delivering its Payer-to-Partner strategy, by moving beyond transactional relationships to build emotional connections with customers. Putting customers at the heart of its strategy, AXA has embarked on a transformation journey and reassessed its value chain by:

- investing in Big Data, AI and Robotic Process Automation to progressively anticipate and prepare for customers’ needs. 117 robots have been deployed across AXA to automate manual processes, improving average processing time by 95% and enabling its people to focus more on meaningful tasks to better serve customers.
- leveraging on technology to simplify customers’ critical touch points with us. AXA has deployed online sales portals—AXA Travel and Motor Online that offer an effective “omnichannel” experience and provide new self-servicing features to improve turnaround time. The online channels have achieved tremendous double-digit growth that today AXA is ranked #1 in online travel sales.
- accelerating its workforce to deliver greater value to customers. One of AXA’s key initiatives is the AXAPRENEUR programme which was launched to accelerate employees’ capabilities and skills in preparation for Industry 4.0. Through this initiative, various cutting-edge projects have been implemented, amounting to a total innovation value of RM8.3 million.
- protecting what matters to customers by progressively addressing their needs with new product solutions that are simple, effortless, customised and affordable.

AXA SmartCare Xtra, which won the New Insurance Product of the Year – Malaysia, is designed to ensure affordability of medical insurance given the global medical inflation rate and close the medical insurance protection gap among working class. The plan is affordable, customisable and allows corporate employees to maintain and top-up from their employer medical insurance to fit their medical needs and budget. This unique benefit protects them against rising medical costs and allows them to enjoy continued peace of mind and stability despite a change in career.

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ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 171,000 employees serving 105 million clients in 61 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 International New Markets

AXA International & New Markets provides protection to customer, people and businesses alike – so that they can pursue their lives and ventures with peace of mind – in fifth geographies, Asia, Middle-east, Africa, Europe & Latin America, and gathers the smaller and high-growth markets of the AXA Group. AXA International & New Markets is part of the AXA Group, 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 underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

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 an associate company of AFFIN Bank. As one of the fastest growing insurance companies in Malaysia and leader in medical and health insurance (Source: ISM), the Company protects over 1.4 million Malaysians, supported by over 800 employees in 23 offices and its multi-distribution channels which include brokers, bank partners, franchise and more than 5,000 agents nationwide.

IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

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

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

SRI ratings:

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