

AXA AFFIN LAUNCHES 'HOPE MEDIC RIDER' WITH NO LIFETIME LIMIT AND NO CLAIM BONUS

A comprehensive medical plan that rewards customers for staying healthy

AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) launches the **HOPE Medic rider**, a medical insurance plan with comprehensive benefits that aims to lessen the financial burdens and worries of illnesses and accidents, while at the same time rewarding its customers for being healthy.

Illnesses and accidents are unpredictable and can be very taxing financially and physically. The rising stress of urban living and the escalating cost of medical and major hospitalization can affect one's financial health – often at the expenses of wiping out one's entire life savings or retirement funds and putting a serious strain on loved ones financially.

A survey done by General Reinsurance on *Dread Disease Survey 2004 – 2008, June 2012* revealed the top five (5) critical illnesses in Malaysia i.e. Cancer (68%), Heart Diseases (20%), Stroke (6%), Kidney Failure (4%) and Brain related illnesses (2%). With the cost of treatment for diseases like cancer reaching as high as RM100,000¹, a heart bypass between RM36,800 and RM40,000¹ and a kidney dialysis treatment averaging between RM25,300 and RM33,000², medical cost have become the main concern and worry for consumers in the country.

Another area of concern frequently expressed by consumers is the risk of using up the limit of their medical coverage while still early in their retirement years especially when the medical inflation rate in Malaysia is expected to continue to rise. The current medical inflation rate in Malaysia averages between 10% and 15% every year³.

At AXA AFFIN Life part of AXA Group, a Global Leader in Health and Protection, we believe in preparing and protecting our customers financially for a healthy and happy future. With the proper medical insurance, our customers will have access to a contingency fund to offset unexpected medical expenses, thus protecting their hard-earned savings for their children's education or their retirement. We also want to encourage our customers to stay healthy and to reward them for being healthy.

The *HOPE Medic rider* presents consumers with the benefit of a **comprehensive medical coverage of up to age 81**, well beyond the current lifespan of the average Malaysian. And while most medical plan will impose lifetime limit, *HOPE Medic rider* offers **continuous and uninterrupted medical coverage**, with no lifetime limit⁴ on the amount that you can claim in a lifetime regardless of the claim amount the consumer made previously. It is like starting on a fresh page each year, thus ensuring the consumers of continuous and uninterrupted access to the medical care they need.

The *HOPE Medic rider* also starts from the very affordable Bronze Plan which provides a value for money annual limit of RM50,000 to the very comprehensive Platinum Plan with one of the highest annual limit in the market, offering consumers **with a high protection of up to RM500,000 every year**. Another consumer friendly feature is that there is **no co-insurance**, thus customers would not be burdened with partial payment of the medical bill, hence making sure that they do not incur out-of-pocket medical care expenses.

The *HOPE Medic rider* is another milestone in AXA AFFIN Life's continuous efforts to provide its customers with comprehensive medical insurance plans for a better life and stress-free future. With its customers in mind, AXA AFFIN Life has introduced the accidental death benefit and no claim bonus to the *HOPE Medic rider*. A benefit amount of up to RM500,000 would be paid should an unfortunate event of **accidental death** occur to help ease the financial impact and burden faced by your loved ones. At the same time, the medical plan also rewards customers for being healthy. With its **no claim bonus**, consumers can enjoy up to 20% discount on the insurance charges if no claims are made for at least two consecutive policy years.

¹ *Medical Tourism Malaysia, 2012*

² *National Kidney Foundation Malaysia*

³ *Tower Watson, "2014 Global Medical Trends Survey Report"*

⁴ *Except for Special Benefits*

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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

For media enquiries:

AXA AFFIN Life Insurance Berhad

WONG PU NIE

Senior Manager, Marketing

Tel : (603) 2117 6672

Email : punie.wong@axa-life.com.my

KOK PUI KUAN

Manager, Branding & Communications

Tel : (603) 2117 3668

Email : puikuan.kok@axa-life.com.my