

PRESS RELEASE

KUALA LUMPUR, 25 APRIL 2017

AXA AFFIN GENERAL INSURANCE (AAGI) 1ST TO LAUNCH PERSONALIZED VIDEOS FOR CUSTOMERS

AAGI recently launched a unique personalized video as a welcome note to their new health insurance customers and renewal invitation to existing customers. AAGI is ranked #1 for health insurance, and enhancing customer experience on their flagship health insurance product, SmartCare Optimum, is a priority commencing April 2017.

- New customers will receive a personalized video greeting them by name and listing their specific plan benefits and sum insured, as well as the annual premium they paid;
- Existing customers will receive a similar personalized video one month before their policy expiry to remind them for renewal, and also to refresh their memory on their benefits, sum insured and annual premium.
- The personalized video will also provide an easy step-by-step guide for smooth admission at panel hospitals, and recommend additional coverage specifically for the individual's age and gender.

Customers will receive these videos via SMS and email. AAGI is the first general insurer in Malaysia to introduce welcome notes and renewal notices via personalized videos, with the aim to enhance customer experience, build closer relationship, trust, customer loyalty and retention. AAGI is planning to extend personalized videos to their other retail product customers in the near future. A sample of the personalized videos can be viewed on www.axa.com.my

AAGI closed 2016 with a 10% growth in Gross Written Premium (GWP), 9 times the general insurance market average of 1.1%, and was named International General Insurer Of The Year by Asia Banking and Finance Insurance Asia Awards 2016. To continue the momentum in 2017, AAGI continues to focus on enhancement of end-to-end customer experience and introduce efficiency through automation.

AAGI recently implemented an automation tool in its medium-term processing which achieves 70% automation ratio and cut processing time from 5 minutes per customer record to 1 second, enabling quicker issuance of policies to customers. Their MyAXA Claims mobile app, available for Android and iOS devices, also enables faster Car, Motorcycle and Travel claims for customers directly via mobile devices. Customers can snap photos of their damaged vehicle or baggage and submit them to AAGI, and dial emergency contacts like AXA's Motor Assistance and Travel Assistance, search for useful information like location of panel workshops, hospitals, pharmacies, doctors and police stations. AAGI has 14 robotics and automation projects planned for 2017, all aimed to achieve faster back-end processing, housekeeping and claims payment times, in order to deliver quicker and seamless experience to customers.

"As part of our new 5-year plan, our vision is to transform from being a Payer to a Partner. This means enhancing our interaction and service to customers across key stages of the customer journey, from when they BUY our products, to when they make CLAIMS, to when they RENEW their policies. Our projects are all targeted to deliver a seamless customer experience across these touch points." Emmanuel added.

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.

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 THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 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.

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