

AXA's brand leadership confirmed globally

- > AXA is first global insurance brand for the 5th consecutive year according to **Interbrand**
- > The AXA brand is valued at USD 7.096 billion

The strength of the AXA brand has been confirmed by the Interbrand ranking¹ unveiled today. AXA is part of the top 100 Best Global Brands, and for the fifth year in a row is ranked the first insurance brand worldwide. Overall, AXA is the 59th best global brand and 5th best French brand across all industries, with a brand value that has grown by 5% and is valued at USD 7.096 billion. According to Interbrand, AXA's brand valuation and its leading position notably reflect its employees' brand engagement, as well as its growing digital acumen and presence that contribute to an improved customer experience. Corporate Citizenship, and in particular employee social responsibility, is also highlighted as a strength for the brand.

"It is a great achievement to be once again amongst the top global brands. I believe this result is a strong reflection of the strength of our business, the relevance for our clients of our brand strategy but also our efforts to accelerate our digital initiatives. This important recognition reinforces the AXA brand, a key asset with regards to client and talent attraction & retention as well as product & service distribution. The success of any insurance business is notably based on its reputation, be it in terms of quality of client service, availability or reliability. AXA's brand identity is built on these demonstrated foundations, but is also driven by our ultimate purpose which is to protect people. This has been highlighted this year by our international campaign "Born to protect"^[1] which has strongly contributed to further developing our brand equity", said **Mike Bishop, Chief Executive Officer of AXA Asia**.

"In Asia's competitive environment, our brand is a key success factor in our continuing strong growth around the region. Being recognized as a reliable provider helps us continue to be a preferred choice for our partners and a trusted name for our customers. I would like to very warmly thank all our employees across the region for their continuous commitment to serve our clients", added Mike Bishop.

"AXA AFFIN General Insurance Berhad is proud to be part of this amazing accomplishment once again. We know it doesn't take just one individual but a team of talented people working together to achieve this. Therefore, in keeping the momentum going for next year, we have aligned our initiatives with the Group to further provide the best products and services to our clients. We believe that together, AXA brand will soar to greater heights in the future," commented **Emmanuel Nivet, CEO of AXA AFFIN General Insurance Berhad**.

Loke Kah Meng, CEO of AXA AFFIN Life Insurance Berhad said, "AXA AFFIN Life Insurance Berhad is proud that AXA has retained its leadership position and recognition for five consecutive years. We will continue to live up to the brand promise to focus in driving customer value proposition and continue to innovate in product developments, to better serve our clients in Malaysia.

AXA is also one of the 50 Best Global Green Brands, a ranking published by Interbrand in June 2013² that recognizes consumer perception of a company's green initiatives and environmental performance.

¹ The Best Global Brands ranking calculates the value of a brand based on three criteria: its financial performance, the strength of its brand and the role of the brand in the purchase of products and services. See more: <http://www.interbrand.com/>

^[1] http://www.borntoprotect.com/en_EN

² The Best Global Green Brands ranking gathers the 50 best performers in the arena of sustainability and how their environmentally conscious efforts are perceived by the public. See more: <http://www.interbrand.com/en/best-global-brands/Best-Global-Green-Brands/2013/Best-Global-Green-Brands-2013-Brand-View.aspx>

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 102 million clients in 57 countries. In 2012, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 4.3 billion. AXA had Euro 1,116 billion in assets under management as of December 31, 2012.

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.

ABOUT AXA ASIA

AXA Asia is committed to become a preferred company in financial protection and wealth management. AXA Asia is part of the AXA Group, and has grown rapidly in Asia with a presence in China, Hong Kong, India, Indonesia, Malaysia, the Philippines, Singapore and Thailand. AXA Asia serves over 6.4 million customers and employs over 7,000 employees across the region at the end of 2012.

ABOUT AXA IN MALAYSIA

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.

With over 130 years of experience in Malaysia, we have expertise in personal, business and health insurances. Our product range includes Motor, Household, Health, Accidental and Travel Insurance for individual customers as well as comprehensive plans specially designed for SME businesses. In addition, we provide insurance services in specialist fields such as Marine and Trade Credit Insurance

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.

Media Relations

AXA Affin General Insurance Berhad

Nursuriyani Zainol Abidin, VP – Branding, Communications and Corporate Responsibility (CR)

Tel : 03-2170 8355

Email : suriyani.zabidin@axa.com.my

Tengku Azrawati Tengku Arshad, Corporate Communications Manager

Tel : 03-2170 8425

Email : azrawati.arshad@axa.com.my

AXA AFFIN Life Insurance Berhad

Erin Hwang - Head of Branding & Communications

Tel : (603) 2117 6672

Email : binbin.hwang@axa-life.com.my

Michelle Wong – Specialist, Branding & Communications

Tel : (603) 2117 6736

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