

PRESS RELEASE

KUALA LUMPUR, 10 OCTOBER 2014

AXA is the 1st global insurance brand

- > AXA is the 1st insurance brand worldwide for the 6th consecutive year, with a brand value growth of 14%
- > AXA is ranked the Best Green Brand in the insurance industry worldwide

AXA brand's strength and leading position within the industry have been confirmed today by *Interbrand*¹. Overall, AXA is the 53rd best global brand and the 5th best French brand across all industries, with a brand value that has gone up by 14% and is valued at USD 8.120 billion.

Some key achievements in 2014 such as expansion in new territories, investment in tech labs and start-up, partnerships with leading tech companies and universities but also various CSR initiatives have been particularly highlighted by *Interbrand* to reflect AXA's leadership in the industry and its brand strengths.

According to *Interbrand*, "AXA is adapting intelligently to a changing world" to "strengthen its connection with customers in both the enterprise and consumer spaces".

Moreover, *Interbrand* has assessed AXA as the Best Green Brand² in the insurance industry worldwide, particularly underscoring its role in addressing climate change through improving the understanding of environmental risks as well as the reduction of AXA's environmental footprint.

"We are all very proud to be the leading insurance brand for the 6th year in a row, one of the world's 100 best brands across all industries. "AXA" is a strategic asset to attract and retain customers, partners and talents worldwide. The strength of our brand is instrumental to our expansion in Asia and a competitive advantage in the digitization of our business," said **Mike Bishop, Chief Executive Officer of AXA Asia**.

"Everywhere in the world, it is a daily challenge to ensure we are up to the commitments of our brand - protecting our clients, providing expertise in insurance and asset management, constantly improving our service, being a strong, reliable partner through crises, showing the highest ethical standards, committing to have a positive impact on societies through risk education and prevention.

"Over the last 12 months, we have continued to invest in our brand and ensure that our customers have a consistent experience in every market. We have also improved the customers' experience leveraging mobile devices, providing innovative services such as AXA Drive as well as streamlining our systems to simplify every interaction. I would like to warmly thank all of our employees and distributors in the region - the foremost ambassadors of the AXA brand - for their strong engagement in servicing our clients, daily," added **Mike Bishop**.

¹ See: 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/>

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: <http://www.axa.com/en/news/2014/AXA-ranked-1-global-green-insurance-brand-in-2014.aspx>

“AXA Affin General Insurance Berhad and AXA AFFIN Life Insurance Berhad are proud to be part of this achievement once again. Retaining our No. 1 position for the 6th consecutive year is no simple feat. Beyond the increase of our brand value, this recognition will help us develop our business further, strengthen our companies’ position and reinforce the trust among our customers and business partners. We are dedicated to continue focusing our efforts on providing innovative products and world-class service as we work towards becoming customer-focused organizations,” a joint statement by Emmanuel Nivet, CEO of AXA Affin General Insurance Berhad and Loke Kah Meng, CEO of AXA AFFIN Life Insurance Berhad.

About AXA in Malaysia

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.

AXA AFFIN Life Insurance Berhad was incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN) 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 is focused on helping individuals manage risk and achieve their financial goals. AXA AFFIN 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 THE 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.

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IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

Certain statements contained herein are 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. Please refer to the section “Cautionary statements” in page 2 of AXA’s Document de Référence for the year ended December 31, 2013, for a description of certain important factors, risks and uncertainties that may affect AXA’s business. 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.