

AXA AFFIN LAUNCHES AXA DRIVE MOBILE APPLICATION

*The innovative app that captures data on driving performance
to generate a score on safe driving*

KUALA LUMPUR, 28 AUGUST 2014 - AXA Affin General Insurance Berhad (AXA Affin) today launched **AXA Drive**, a first-of-its-kind mobile application that aims to improve road safety. The **AXA Drive** app is built with telematic and motion sensing technology, and is able to capture data on how a car is driven in terms of acceleration, braking and turning – in order to generate a score at the end of the journey.

“AXA Affin is a strong advocate of road safety. In line with our objective to offer better protection, **AXA Drive** is our innovative way to inculcate safe driving behaviour among drivers in Malaysia. As a company whose business is to protect people, we leverage our skills, resources and risk expertise to provide protection. This has been our main driving force in launching **AXA Drive** in Malaysia,” said Emmanuel Nivet, Chief Executive Officer of AXA Affin.

Developed in-house by AXA, **AXA Drive** has been adapted to suit the road and traffic conditions in Malaysia, and other localised details. The app allows users to build their driver’s profile and share their scores on Facebook, Twitter and Google+ to unlock achievement badges and challenge their friends. **AXA Drive** also provides the users with a map, highlighting the route of their journey. The app has built-in tips to prevent accidents, which users can view after their journey. Currently, **AXA Drive** has been downloaded by more than 400,000 users worldwide.

According to research* conducted by the University of Michigan in February 2014, Malaysia is named among the top 25 most dangerous countries for road users, with 30 fatalities per 100,000 individuals. Conducted by the university’s Transportation Research Institute using 2008 World Health Organisation (WHO) data on 193 countries, the research lists Malaysia as the 17th most dangerous for drivers.

“**AXA Drive** can be used for all motor vehicles, be it private cars, buses or lorries. This app can be a good tool for all commercial vehicle providers to measure their drivers’ driving behaviour, based on acceleration, breaking and turning. We hope that **AXA Drive** will enable drivers to be more aware of their driving behaviour, and encourage all drivers in Malaysia to embrace safer driving,” Emmanuel added.

From September to November 2014, users of **AXA Drive** have the opportunity to win attractive prizes by participating in the “Be A Safe Driver with #AXADriveMY Contest”. Users post their highest driving scores on their respective Facebook pages and tag their post with the hashtag #AXADriveMY. All cars for the AXA Drive Challenge launch event are sponsored by Edaran Tan Chong Motor Sdn. Bhd.

AXA Drive is available for FREE download from the App Store (iOS) and Google Play (Android). More information is available at www.axa.com.my

* Source: The Star Online, 22 February 2014

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 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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