



# Press release

Kuala Lumpur, 28<sup>th</sup> July 2020

## AXA OFFERS ROAD PROTECTION AT THE TOUCH OF A BUTTON

- Accidents and car breakdown can cause great distress to drivers, and not knowing how to reach out for help can be even more frustrating.
- With the launch of AXA **SmartDrive Safe** – the first-of-its-kind telematics motor insurance in Malaysia that comes with a wire-free and self-powered Microtag, AXA makes it easy for drivers to get immediate assistance, merely with the touch of a button.



AXA Affin General Insurance Berhad (AXA) once again took the lead to innovate in the motor insurance space by offering immediate road protection at the touch of a button. AXA today announced the launch of **SmartDrive Safe**, an innovative motor insurance plan aimed at promoting safe driving behaviour and providing peace of mind in times of need.

The plan comes with a complimentary wire-free and self-powered Microtag device that can be easily attached to anywhere within reach inside the vehicle. It automatically connects with **SmartDrive Safe** mobile app via Bluetooth for Automatic Driver Recognition. In the event of a road accident, vehicle breakdown or emergency, help is just a button away. Drivers will only need to press on the Microtag for immediate support from trusted professionals, easing their worries during troubled situation.

- **eCall - Automatic Accident Alert & Emergency Assistance Response**  
When vehicle gets into a severe accident and triggers the alert, driver will receive a call immediately for prompt assistance e.g. ambulance dispatch.
- **bCall**  
In the event of a car breakdown or emergency, driver will only need to press the SOS button in **Microtag** and receive immediate assistance from the 24/7 Call Centre.



- **Safe Driving Alert (SDA)**

Real time friendly 'beep' alerts that serve to notify drivers about unsafe behaviours, prevent phone distractions and speeding, whilst keeping passengers safe.

With the launch of **SmartDrive Safe**, AXA is committed to protect what matters to Malaysians by providing a value-added and worry-free experience on the road, while contributing to improved road safety in the country.

Recognising that road safety is a pressing issue in Malaysia, Jeremy Yeap, Chief Retail Officer of AXA said during the virtual launch of **SmartDrive Safe**: "We understand the distress that our customers may face on the road especially during road emergency, car accident or breakdown. Critical moment of such is an important touch point for us to ensure our customers' safety and peace of mind, and we strive to assure them that getting immediate help is as easy as touching a button."

Jeremy added: "In playing our part to encourage good driving behaviour and contribute to safer roads in Malaysia, **SmartDrive Safe** will reward drivers for driving safe, based on speed, braking, cornering and how frequent they use phone while driving. Points earned for safe driving can be used to redeem e-vouchers via **SmartDrive Safe** app. We hope that with this reward system drivers will be motivated to change or improve their driving behaviour."

**SmartDrive Safe** offers comprehensive motor coverage with Flood Relief Allowance up to RM1,500, Key Care Protection up to RM1,500, Free 24/7 Emergency Towing up to 200km, All Drivers Extension and more. With **SmartDrive Safe** mobile app, customers can easily submit an accident claim for faster processing, locate their vehicle's last paired location, view their driving score, driving tips, check and redeem their Safe Driving Points and more – all at the convenience of their fingertips!

Visit <https://www.axa.com.my/safe> or watch the virtual launch links below for more information.

Facebook: <https://www.facebook.com/MYAXAAffin/videos/287758155830653/?v=287758155830653>

YouTube: <https://www.youtube.com/watch?v=g6waVOfnieM>

**-end-**

---



#### ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 171,000 employees serving 105 million clients in 61 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.

This press release and the regulated information made public by AXA pursuant to article L. 451-1-2 of the French Monetary and Financial Code and articles 222-1 et seq. of the Autorité des marchés financiers' General Regulation are available on the AXA Group website (axa.com).

#### ABOUT AXA International New Markets

AXA International & New Markets provides protection to customer, people and businesses alike – so that they can pursue their lives and ventures with peace of mind – in fifth geographies, Asia, Middle-east, Africa, Europe & Latin America, and gathers the smaller and high-growth markets of the AXA Group. AXA International & New Markets is part of the AXA Group, a worldwide leader in insurance and asset management, with 160,000 employees serving 105 million clients in 64 countries. In 2017, IFRS revenues amounted to Euro 98.5 billion and underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

#### About AXA AFFIN General Insurance Berhad

AXA AFFIN General Insurance Berhad was incorporated in Malaysia on July 12<sup>th</sup>, 1975 as a licensed general insurance company. It is an associate company of AFFIN Bank. As one of the fastest growing insurance companies in Malaysia and leader in medical and health insurance (Source: ISM), the Company protects over 1.4 million Malaysians, supported by over 800 employees in 23 offices and its multi-distribution channels which include brokers, bank partners, franchise and more than 5,000 agents nationwide.

---

#### IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

Certain statements contained herein may be 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 and can be affected by other factors that could cause actual results and AXA's plans and objectives to differ materially from those expressed or implied in the forward looking statements. Please refer to Part 4 - "Risk factors and risk management" of AXA's Document de Référence (Annual Report) for the year ended December 31, 2016, for a description of certain important factors, risks and uncertainties that may affect AXA's business, and/or results of operations. 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.

---

#### FOR MORE INFORMATION:

##### AXA AFFIN General Insurance contacts:

Sheena Ho: T : +603 2170 8548/012 309 1193  
E : [sheena.ho@axa.com.my](mailto:sheena.ho@axa.com.my)

Allison Lee: T : +603 2170 8259/016 228 2916  
E : [allison.lee@axa.com.my](mailto:allison.lee@axa.com.my)

##### Corporate Responsibility strategy:

[axa.com/en/about-us/strategy-commitments](http://axa.com/en/about-us/strategy-commitments)

##### SRI ratings:

[axa.com/en/investor/sri-ratings-ethical-indexes](http://axa.com/en/investor/sri-ratings-ethical-indexes)