



Press release

Kuala Lumpur, 10 July, 2018

RUN FOR A GOOD CAUSE AT THE 4TH EDITION OF AXA HEARTS IN ACTION RUN!

- AXA Affin General Insurance Berhad (AAGI) advocates 5 good causes in partnership with 5 NGOs with the launch of the 4th edition AXA Hearts in Action Run 2018.
- Everyone can participate and support the good cause of their choice, as represented by 5 different coloured T-shirts in AXA Hearts in Action Run 2018.

For the 4th consecutive year, AAGI will be organising AXA Hearts in Action Run 2018 on 30th September 2018 at Anjung Floria, Putrajaya. AXA Hearts in Action Run was first introduced in 2015 as part of AAGI's ongoing initiative to engage and give back to the community, and at the same time encourage Malaysians to live a healthy lifestyle.

With the theme "Together We Can Make A Difference", AAGI focuses on empowering Malaysians to advocate good cause that matters to them and practise healthy living habits.

AAGI and all runners who have registered with AXA Hearts in Action Run 2018 will be contributing a total of RM 50,000 to 5 NGO partners:

- WWF-Malaysia - to spread the importance of keeping cool for a sustainable future
- World Vision Malaysia - to empower children as our next generation
- National Kidney Foundation of Malaysia - to educate the public that kidneys are more than "beans"
- National Cancer Society Malaysia - to drive the awareness of early cancer detection
- Yayasan Jantung Malaysia - to highlight that nothing beats a healthy heart

Runners are able to choose from 5 coloured T-shirts representing different cause and show their support for the cause of their choice.

"It was emotionally moving to see runners in multi-coloured T-shirts pursuing and running for a cause close to their heart in the last 3 years. It is a clear demonstration of Malaysians who believe in the same purpose coming together as a whole, in a platform that we at AAGI are proud to provide," said Emmanuel Nivet, CEO of AAGI.



From left: Clare Ratnasingham- Vice President & Project Director of National Cancer Society Malaysia, Daniel Boey - CEO of World Vision Malaysia, Dato' Gurbakhash Singh - Vice Chairman of Yayasan Jantung Malaysia, Emmanuel Nivet - CEO of AXA Affin General Insurance Berhad, Rebecca Tan - Chief Marketing Officer and Bancassurance of AXA Affin General Insurance Berhad, Chua Hong Wee - CEO of National Kidney Foundation of Malaysia and Suan Tan - Brand Activation Senior Manager of WWF-Malaysia at the signing ceremony of the Memorandum of Agreement for AXA Hearts in Action Run 2018. The 4th edition AXA Hearts in Action Run 2018 will be held on 30th September 2018 at Anjung Floria, Putrajaya to advocate 5 good causes in partnership with 5 NGOs.

Another highlight for the run this year is the Virtual Run category, which is introduced in response to the encouraging demand from Malaysians who are not able to join the run but wish to support the good causes. Virtual runners can run at their own convenience at any location, between 24th September 2018 and 7th October 2018. They only need to take a picture of them running with their bib, date of run, time, distance and send to register@score.my to obtain the run medal.

“With the success of AXA Heart in Action Run over the past 3 years, we’re committed to bring everyone together to practise a healthy lifestyle and pursue their preferred good cause, be it at Anjung Floria, Putrajaya or anywhere around the world via Virtual Run. So bring your family and friends, let’s get our hearts in action and make a difference together,” said Rebecca Tan, Chief Marketing Officer and Bancassurance of AAGI.

AXA Heart in Action Run 2018 is targeting 6,500 runners this year with 2 categories below:

Actual Run at Anjung Floria, Putrajaya

12km (Men & Women): RM 70 per runner

6km (Men & Women): RM 60 per runner; RM 40 per runner (children aged 3 - 12)



Virtual Run

12km (Men & Women): RM 70 per runner

6km (Men & Women): RM 60 per runner; RM 40 per runner (children aged 3 - 12)

In addition to a fun-filled run, participants and their family members will be treated to a lineup of engaging activities. The run's official sponsors include Brooks, MyTOWN Shopping Centre, Revive, ecoBrown's, HealonWheel, Belvita Breakfast, Nestlé Fitness and Nestlé Milo.

Registration for AXA Hearts in Action Run 2018 is now open at www.axa.com.my/axa-hearts-in-action-run. Runners may follow AXA Affin Insurance Malaysia Facebook page for more updates.

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ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 165,000 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.

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 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 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 Asia and Affin Bank 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.

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.

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SRI ratings:

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