

PRESS RELEASE

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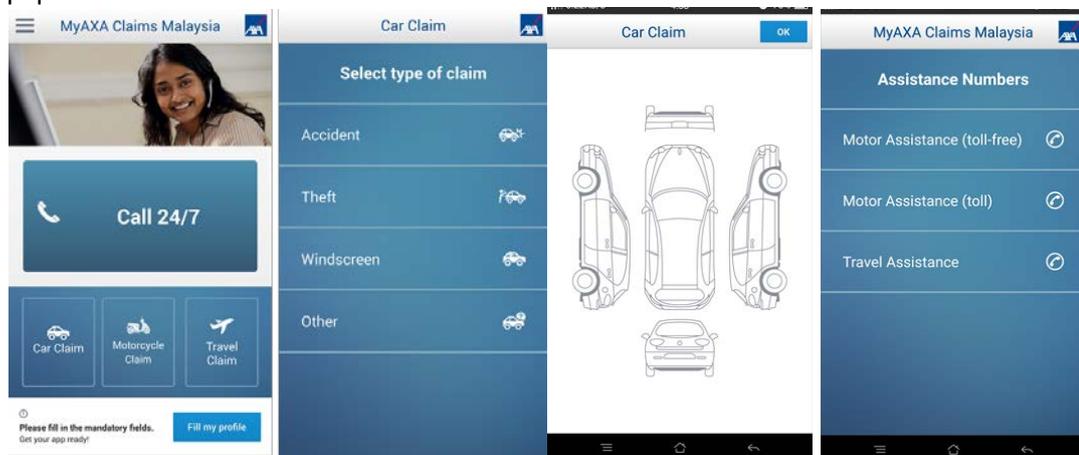
AXA AFFIN GENERAL INSURANCE BERHAD LAUNCHES APP FOR INSTANT CLAIMS NOTIFICATION AND CELEBRATES 1ST AXA CUSTOMER DAY

AXA Affin General Insurance Berhad (AXA Affin GI) recently launched two new initiatives to bring them even closer to their customers. With mobile penetration at an all-time high, there is a need to better serve and interact with customers via mobile. With the objective of ‘serving customers where they are’, AXA Affin GI has embarked on a series of digital transformation initiatives to offer a better and more convenient experience for customers.

One such initiative is the recently launched ‘**MyAXA Claims Malaysia**’ mobile application. The new mobile app makes it faster and easier for customers to submit 3 types of claims including: Car, Motorcycle and Travel-related claims at their fingertips via their smartphones and tablets.

MyAXA Claims enables customers to immediately notify AXA of their claim, anytime, anywhere:

- When a car accident happens, customers can directly snap photos of the damaged parts of their vehicle at the scene of the accident, and submit them to AXA via the app.
- As for Travel, the claims scenarios are based on the most common claims made to enable easy submission of claims for these situations. Users can choose to submit a claim for medical expense, loss of baggage or flight-related losses.
- The app will guide our customers on the easy steps to submit the relevant documents. This reduces the time spent and hassle on the part of the customer, and also helps conservation of the environment by reducing manual paper forms.



1 MyAXA Claims Malaysia app enables fast claims notification for Car, Motorcycle and Travel claims

“Whether it is an accident, flight delays or lost baggage, dealing with such incidents are already frustrating. Our goal is to reduce the level of inconvenience for customers, by making it easier for them to notify their claims just by using their phone,” said Emmanuel Nivet, Chief Executive Officer of AXA Affin GI.

Users can also dial emergency contacts like AXA’s Motor Assistance and Travel Assistance, and search for useful information like the location of panel workshops, hospitals, pharmacies, doctors and police stations. The MyAXA Claims Malaysia mobile app is free and available for download at the Play Store (Android) and App Store (iOS). There is a video to guide new users on how to use the app at <https://youtu.be/aGzJtOA4Zgs>.



2 Emmanuel Nivet, CEO of AXA Affin GI (third from left), welcoming customers to the newly-refurbished Customer Service Centre

While it is important to transform in the digital space, AXA Affin GI recognizes the need to continue building closer relationships and interactions with customers. The 1st ever **AXA Customer Day** was held in AXA Affin GI's Customer Service Centre at Wisma Boustead, Jalan Raja Chulan, Kuala Lumpur on 18 May 2016. The event was attended by AXA Affin GI's customers, who were invited to visit the newly-refurbished Customer Service Centre. In a demonstration of the importance of customer centricity at all levels across the organization, AXA Affin GI's senior management team took over customer service staff roles during the event. Each member of the senior management team was stationed in the Customer Service Centre to greet and serve walk-in customers, handle customer calls, perform day-to-day functions like insurance purchase and renewals, and general enquiries.

"At AXA, we are committed to deliver excellent customer service at every touch point throughout the customer journey, including where customers search or ask for information, purchase or renew their insurance, make a claim, or provide feedback about products and services. This event was a good opportunity to demonstrate the commitment the entire organization, from management to our frontline staff, to deliver a pleasant end-to-end experience for our customers. It was a pleasure for myself and the management team to meet and serve our customers," Emmanuel added.



3 Rebecca Tan, Chief Marketing Officer & Bancassurance (second from left) and Mohd Syukri bin Ahmad Sudari, Chief Human Resource Officer of AXA Affin GI (far right), assisting customers at the AXA Customer Day



4 Tan Sek Kee, Chief Distribution Officer of AXA Affin GI (middle), personally attending to a customer enquiry the Customer Service Centre

Guests were also treated to other fun activities including caricature drawings and welcome gifts. Including the newly-refurbished Customer Service Centre, AXA Affin GI currently has 23 office nationwide, with over 4,300 agents and key partners to better serve customers.

“Our core mission is to protect people. Part of that is to make it as convenient and pleasant as possible for customers to get help on their protection and insurance-related needs. The AXA Customer Day is one example of how we can reach out and engage more with customers, as we continuously seek to offer them a great experience” said Emmanuel.

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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 64 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 166,000 employees serving 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion assets under management as of December 31, 2015.

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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