



Press release

Kuala Lumpur, 2 May, 2019

AXA WON 3 PRESTIGIOUS AWARDS!

AXA Affin General Insurance Berhad (AAGI) bagged 3 awards for its outstanding achievements in 2018:

- Malaysia Best Brands Award 2019
- Malaysia Best Employer Brands Award 2019 (for the 4th consecutive year)
- Best Use of Recruitment Technology Tools Gold Award

AAGI is named as one of **Malaysia's Best Brands** at the Golden Globe Tiger Awards 2019 in recognition of its strong brand presence as one of the market leaders in the country. Endorsed by CMO Asia, the Malaysia Best Brands Award honours leading brands and marketers in Malaysia for their brand excellence.



Ms. Rebecca Tan, Chief Customer Officer of AXA Affin General Insurance Berhad received the award for being one of the Malaysia's Best Brands.

AAGI's Chief Customer Officer, Rebecca Tan, credited the award to the continued support and trust by its valued customers. She said, "Our customers are the main source of motivation for us to be better every day. As one of the fastest growing insurance companies in Malaysia, we want to be an encouraging partner to support our customers to prepare for a better future. We are truly honoured on the recognition bestowed on us for all the initiatives we have built."

Alongside that, AAGI was also conferred as **Malaysia's Best Employer Brand 2019** for the 4th consecutive year. The award is a testament of AAGI's strong workplace culture, forward thinking and innovative HR practices that solidifies its position as one of the most inspiring companies to work for.



En. Mohd Syukri bin Mohd Sudari, Chief People Officer of AXA Affin General Insurance Berhad received the award for being one of Malaysia's Best Employer Brands.

En. Mohd Syukri bin Ahmad Sudari, Chief People Officer of AAGI said: “We recognise the key to achieve business results and deliver our commitment to our customers is our people. Helping our customers is engendered through the actions of our people and we are committed to develop our people and continually strive to create a strong workplace culture that fosters Diversity, Inclusion, Innovation, and Trust.”

Among the stand-out practices for which AAGI was recognised were its recruitment framework that bagged the **Best Use of Recruitment Technology Tools Gold Award** at the Asia Recruitment Awards 2019. AAGI recruitment framework focuses on driving innovation and simplification through the deployment of Robotics Process Automation. The deployment of the robot has helped to reduce recruitment turnaround time by 67.6%, replacing labour intensive work with value-added activities that focus on developing employees to achieve AAGI's Payer-to-Partner strategy.

“Easy to Join! has always been AAGI's HR recruitment target picture to attract talents and we are proud to be recognised for our efforts. We intend to intensify our efforts in this area so that AAGI will continue to attract new talents to deliver our Customer First initiatives,” he added.

These accolades recognise AAGI's brand commitment to empower people to live a better life and its innovative human resource (HR) practices to attract, recruit, retain and develop talent.

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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.

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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 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.

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Corporate Responsibility strategy:

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