



# Press release

Kuala Lumpur, July 23, 2018

## AXA ENGAGES MALAYSIANS TO LIVE HEALTHIER THROUGH #LaughForHealth CAMPAIGN

- As the no. 1 general insurer in Medical and Health category with over 25% market share, AXA Affin General Insurance Berhad (AAGI) engages Malaysians to live healthier through prevention and protection.
- AAGI launched #LaughForHealth campaign to spread laughter and promote its health and wellness benefits.

In line with its purpose of empowering people to live a better life, AXA Affin General Insurance Berhad (AAGI) strengthens its payer-to-partner positioning in the health segment by encouraging Malaysians to laugh and live healthier in its #LaughForHealth campaign.

“As the no.1 general insurer in Medical and Health, we understand the importance of upholding the trust that customers have placed on us as their health partner. They want a partner that cares, not one that simply pays their claims. Which is why we at AXA are committed to be there for our customers by playing an active role in their well-being,” said Emmanuel Nivet, Chief Executive Officer of AAGI.

As part of its ongoing initiatives to inspire Malaysians to live a healthier and better life, AAGI launches an engaging campaign under the theme #LaughForHealth. It was curated based on the insights and proven notion that laughter is important and beneficial to our overall physical and emotional well-being. The campaign will run for 17 weeks in collaboration with well-known local stand-up comedian Dr. Jason Leong.

“All of us know how to laugh, in fact we laugh before we learn to speak. But people are often too caught up in the moment to laugh. At AXA, we want to advocate on the benefits of laughter and how they can benefit our overall health. We are more than just an insurance company, we wish to reach out to all Malaysians to join us and #LaughForHealth!” said Rebecca Tan, Chief Marketing Officer and Bancassurance of AAGI.



The campaign activated with Dr. Jason Leong leading “AXA Laughter Squad” on a mission to enlighten Malaysians with infectious laughter at the heart of Kuala Lumpur. The surprise and delightful laughter squad aimed to build engaging relationships with Malaysians and raise awareness on the benefits of laughter towards health and wellness.



*AXA Laughter Squad together with Dr. Jason Leong and Rebecca Tan, Chief Marketing Officer and Bancassurance of AXA Affin General Insurance Berhad (AAGI), were on a mission to spread laughter and promote its health and wellness benefits at the heart of Kuala Lumpur. As the no.1 general insurer in Medical and Health, AAGI engages Malaysians to laugh and live healthier in its #LaughForHealth campaign.*

The reactions of Malaysians during the activation were captured in a video and broadcasted on social media platforms (YouTube and Facebook) together with three other videos on the benefits of laughter. The campaign will run until October 2018 across different platforms such as radio, RAPID KL buses and digital.

Building on the momentum of the campaign, AAGI brings Malaysians from all walks of life to join a charitable cause, in partnership with Yayasan Jantung Malaysia (YJM). AAGI will contribute RM1 to YJM with every “Haha Emoji” clicks received on the #LaughForHealth activation video. A total up to RM 40,000 contribution is targeted to be channeled to YJM.

To learn more and participate in #LaughForHealth campaign, visit [axa.com.my/laughforhealth](http://axa.com.my/laughforhealth)

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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 in ASIA

AXA in Asia is a market leading insurance player offering a differentiated composite proposition in Life and General Insurance with operational presence in Japan, Hong Kong, Singapore, Indonesia, China, India, Malaysia, the Philippines, and Thailand. The Asian businesses are 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 12<sup>th</sup>, 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.

#### FOR MORE INFORMATION:

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