

**AXA Affin General Insurance Berhad launched *SmartPA*,
with unique benefits such as Loan Protector,
all from less than RM0.31 per day**

KUALA LUMPUR

AXA Affin General Insurance Berhad (AXA Affin GI), announced the launch of *SmartPA*, a personal accident insurance plan that offers customers comprehensive coverage providing 24-hour total protection from around the world. For as little as RM0.31 a day, customers and members of their family are provided a measure of financial protection if death or injury occurs as a result of an accident.

"One of the unique benefits we have introduced into this product is the Loan Protector Benefit. AXA will even pay for the insured's outstanding credit with any banks in Malaysia, in the event of Accidental Death," said Emmanuel Nivet, Chief Executive Officer of AXA Affin General Insurance Berhad.

"With a renewal bonus of up to 50%, there is no reason for customers not to get comprehensive coverage throughout their lives at an affordable price," he continued.

Key highlights of *SmartPA* include:

- ✓ High Sum Insured up to RM750,000.00
- ✓ Double the Payout up to RM1,500,000.00 for Accidental Death or Permanent Total Disablement whilst travelling on a public transport, travelling overseas or being a victim of snatch theft or robbery.
- ✓ Renewal Bonus up to 50%
- ✓ Family Plans Privilege - Extend the protection to the spouse and family with unlimited number of children for as low as RM0.51 a day.
- ✓ Cashless Admission Guarantee up to RM9,000 for admission at any participating hospitals in Malaysia due to an accident.
- ✓ Loan Protector up to RM7,500.00
- ✓ Weekly benefits up to 104 weeks for Temporary Total Disablement

SmartPA is designed as part of the AXA Affin General Insurance Berhad's ongoing strategy to address the growing needs for protection among individuals against accidents. For more information on *SmartPA*, log on to www.axa.com.my/en

About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad is one of the leading general insurance companies in Malaysia, providing protection solutions to individuals and businesses. The company employs about 700 people in 21 offices all over Malaysia, and services more than 300,000 customers through nearly 3000 agents. With over 130 years of experience in Malaysia, AXA Affin General Insurance Berhad has expertise in personal, business and health insurances.

About AXA Asia

AXA Asia is committed to become a preferred company in financial protection and wealth management. AXA Asia is part of the AXA Group, and has grown rapidly in Asia with a presence in China, Hong Kong, Indonesia, India, Malaysia, the Philippines, Singapore and Thailand. AXA Asia serves over 6.4 million customers and employs over 7000 employees across the region at the end of 2011.

About the AXA Group

The AXA Group is a worldwide leader in insurance and asset management, with 163,000 employees serving 101 million clients. In 2011, IFRS revenues amounted to Euro 86.1 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,065 billion in assets under management as of December 31, 2011.

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 Shares are 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, and is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance.

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