

# PRESS RELEASE

KUALA LUMPUR, 25 NOVEMBER 2014

## AXA AFFIN GENERAL INSURANCE BERHAD ACHIEVES RM1 BILLION IN GROSS WRITTEN PREMIUM (GWP)

AXA Affin General Insurance Berhad (AXA Affin GI) demonstrates continuous growth by recently announcing its results in achieving RM1 billion in gross written premium (GWP) in the first 11 months of 2014, assuring an optimistic closure for the year. This significant achievement further strengthens AXA Affin GI's position in the market. With a market share of 6.7%, AXA Affin is now the no. 5 general insurance player in Malaysia.

Emmanuel Nivet, Chief Executive Officer of AXA Affin GI said, "It has been an exciting year at AXA Affin GI and we wouldn't be where we are today without the commitment, dedication and support of our employees, agents, brokers, banks and business partners, who are serving more than 500,000 customers nationwide."

"This achievement demonstrates that we are well on track to reach and even exceed our full year target. We know that by growing the business profitably, we are creating sustainable value for all our stakeholders," Emmanuel said further.

AXA Affin GI has been growing solidly and consistently with the company's growth rate standing at 20% as compared to the industry's growth rate at 5.1% (as of September 2014). "We thank our customers who value our financial strength and reliability and we are committed to continuously provide them with the best products and services," added Emmanuel.

"We are truly delighted that our customers believe in us. Protecting people is our calling and protection is our mission. AXA continues its transformational journey in Malaysia, redefining standards, day after day. It is an ongoing commitment to protect what matters most to our customers. We will continue to leverage on the strong partnership with our agents, brokers, banks and business partners to offer protection and business solutions to more consumers and corporations." Emmanuel added.

According to Emmanuel, aside from developing products to meet customers' needs, AXA Affin GI has been focusing on understanding customers and distribution through extensive qualitative and quantitative research and focus groups. The recently launched SME **SmartBusiness** Solution is a result of an extensive value for money research with more than 500 SMEs in Malaysia.

Customer centricity initiatives and digital transformation are just a few key driving pillars for AXA Affin GI. "We want our customers to experience us as an insurer that is "Easy to deal with", "Easy to understand" and who "Understands their needs", said Emmanuel. This can only be achieved through excellent customer experience with strong digital support to meet the growing and ever changing needs of customers.

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#### **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 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 56 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 157,000 employees serving 102 million clients in 56 countries. In 2013, IFRS revenues amounted to Euro 91.2 billion and IFRS underlying earnings to Euro 4.7 billion. AXA had Euro 1,113 billion in assets under management as of December 31, 2013.

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.

| <b>AXA Affin General Insurance Berhad Contacts:</b> |                  |                                |
|---|------------------|--------------------------------|
| Tengku Azrawati Tengku Arshad:                      | T   03-2170 8425 | E   azrawati.arshad@axa.com.my |
| Thai Jia Vay:                                       | T   03-2170 8548 | E   jiavay.thai@axa.com.my     |