

AXA AFFIN LIFE INSURANCE BERHAD 2014 AGENCY FINANCIAL YEAR KICKOFF EVENT IN KUCHING

500 agents gather in Kuching in anticipation of greater growth to mark a stronger presence in the life insurance industry

Kuching, 11 January 2014 – Some 500 AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) agents has chosen Kuching as a destination to gather for the 2014 Agency Financial Year Kickoff held at Four Points by Sheraton. Kuching was chosen as it is one of the most popular destinations in Malaysia and Sarawak Convention Bureau is one of the co-sponsors for this event. The event unveils new initiatives and plans laid out for the sales force in 2014.

Present at the event are Mr Loke Kah Meng, Chief Executive Officer and Quek Lai Seng, Chief Agency Officer of AXA AFFIN Life; together with sponsors of the event - Chew Chang Guan, General Manager and Donny Tan, Business Development Manager from Sarawak Convention Bureau.

Loke Kah Meng, Chief Executive Officer of AXA AFFIN Life Insurance Berhad shares, “We have seen a significant growth of our presence in the industry. When we entered the Malaysian market in 2006, we ranked 16th and to date are ranking at 10 amongst other insurance companies. The leap is made possible due to our agent’s hard work and consistency in achieving AXA AFFIN Life sales target for 2013.”

Quek Lai Seng, Chief Agency Officer of AXA AFFIN Life also shared, “AXA AFFIN Life sales performance for 2013 has seen a growth of 53%. The key highlight is the launch of the International Convention to Beijing and Istanbul, which we believe will be the perfect incentive for high achieve agents in 2014. The target of qualifier is as many as 400 agents.

Besides kicking off the 2014 Agency Financial Year, the 3-day event celebrates the agents’ accomplishments with fun activities ‘Amazing Race around Kuching’ and a celebratory dinner with a tribal themed affair, which will see awards being presented to the many high achievers for 2013.

Mr Loke shares, “Due to our agent’s accomplishments, we’ve organise this affair yearly and ensure that all our agents are appreciated for their achievement. As part of our efforts to redefining standards

in the industry, we plan to implement aggressive recruitment to increase the agency workforce. It is imperative to recruit the right team and to groom them with our robust training programme to provide them a career path of excellence as well as succeed AXA AFFIN's long term goal."

AXA AFFIN Life Insurance Berhad

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) is a joint venture company between AFFIN Holdings Berhad and AXA Group, a worldwide financial protection leader, which is headquartered in Paris. Leveraging on the AXA Group's strength as a financial protection expert and AFFIN Holdings' local knowledge and diversified network, AXA AFFIN Life is focused on helping individuals manage risk and achieve their financial goals. AXA AFFIN Life will strive to build close and lasting relationship with its customers, offering them care, support and advice with the highest standard of professional ethics.

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, India, Indonesia, Malaysia, the Philippines, Singapore and Thailand. AXA Asia serves over 6.4 million customers and employs over 7,000 employees across the region at the end of 2012.

About AXA Group:

The AXA Group is a worldwide leader in insurance and asset management, with more than 160,000 employees serving 102 million clients in 57 countries. In 2012 IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 4.3 billion. AXA had Euro 1,116 billion in assets under management as of December 31, 2012.

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 is also available on AXA AFFIN Life web site: www.axa-affin.com

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