

PRESS RELEASE

KUALA LUMPUR, 10 OCTOBER 2016

AXA is the 1st global insurance brand

- > AXA joins the top 3¹ global financial services brands and confirms its ranking in the top 50 global brands. With a 2-position progression, AXA becomes 46th in Interbrand's *Best Global Brands* ranking²
- > AXA is the 1st insurance brand worldwide for the 8th consecutive year, with a brand value growth this year of 14%

The *Best Global Brands* ranking confirms the AXA brand's strong ongoing reputation and value: 46th best global brand, up 2 spots in a year, 1st insurance brand and the 3rd best brand across all financial services, with a brand value that has gone up by 14% this year. It represents a 49% increase since 2013. It is now valued at USD 10.579 billion.

"We are very proud to be the leading insurance brand for the 8th year in a row. I would like to thank our 103 million customers who have trusted us once again this year. I would also like to thank our employees and our distributors for this new achievement. Their daily commitment towards our customers illustrates our new strategic vision: Empower people to live a better life. The AXA brand reflects this mission and we are very pleased to be recognized for our continued efforts.

To achieve this objective, we must have the ability to adapt our own organization to face new challenges, serve societal needs and lead by example. The AXA brand is an extremely valuable asset that is the flagship of our purpose, our values and our culture. Our brand strength is a driver of trust for our 103 million clients, a source of pride for our teams and attractiveness for our 130,000 distributors," said **Véronique Weill, Group Chief Customer Officer.**

According to *Interbrand*, *"Each year we are impressed by AXA's transformation. This is a brand that is growing by having the confidence to disrupt its own status quo. They have the ambition to change their category and the capacity to attract and retain the talent to make it happen. They are an inspiring brand that has humility and conviction. When they set out a promise you can be sure it will be delivered on."*

"This recognition underlines AXA's strong investments in Asia where we have established great brand recognition as well as leading positions in several of the markets we operate in. It also reflects our focus on customer satisfaction. By building on our strong partnerships, enhanced customer insights and new digital capabilities, we have developed our value proposition to accelerate our transformation and better serve our 20 million customers in the region. At the core of what we do, our brand benefits from all these efforts while supporting them: it is a virtuous circle that will enable us to achieve our goal of serving 100 million customers in Asia by 2030." added **Jean-Louis Laurent Josi, Regional Chief Executive Officer, AXA Asia.**

"AXA Affin General Insurance Berhad and AXA AFFIN Life Insurance Berhad are proud to be part of this achievement again. This cannot be achieved without continuous support from our customers and business partners. We dedicate to continue our efforts in providing innovative products and world class services. Our goal, to better serve customers 'where they are, when they need it' has made us work towards digital

¹ <http://interbrand.com/best-brands/best-global-brands/2016/ranking/#?listFormat=ls&sortBy=rank&sortAscending=asc&filter=Financial%20Services>

² <http://interbrand.com/best-brands/best-global-brands/2016/ranking/>

transformation to offer a seamless and convenient customer journey. We are committed to become the customer-centric insurance provider in Malaysia,” a joint statement by **Emmanuel Nivet, CEO of AXA Affin General Insurance Berhad** and **Loke Kah Meng, CEO of AXA AFFIN Life Insurance Berhad**.

About AXA Affin General Insurance Berhad

Incorporated in Malaysia on July 12th, 1975 as a licensed general insurance company, AXA Affin General Insurance Berhad is a joint venture between AXA Group and Affin Holdings Berhad, one of the leaders in Malaysia’s financial services industry. With over 130 years of experience in Malaysia, AXA Affin General Insurance has expertise in personal, business and health insurances. Our product range includes Motor, Household, Health, Accidental and Travel Insurance for individual customers as well as comprehensive plans specially designed for SME businesses.

About AXA AFFIN Life Insurance Berhad was incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN) 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 is focused on helping individuals manage risk and achieve their financial goals. AXA AFFIN 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 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 166,000 employees serving 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion in assets under management as of December 31, 2015.

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.

AXA Affin General Insurance Contacts:	
Jason Ng Jie Sheng	T 03.2170.8568 E jason.ng@axa.com.my
Thai Jia Vay:	T 03.2170.8548 E jiavay.thai@axa.com.my

AXA AFFIN Life Insurance Contacts:	
Low Sin Chuan	T 03.2117 6679 E sinchuan.low@axa-life.com.my

AXA Asia Contacts:	
Evonne Inn:	T 852.2154.9320 E evonne.inn@axa.com.hk
Giles Harrison:	T 852.2533.9907 E gharrison@webershandwick.com