

PRESS RELEASE

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AXA AFFIN GENERAL INSURANCE BERHAD LAUNCHES 'AXA MOTOR FOR HER' – THE COMPLETE CAR INSURANCE PLAN THAT PROTECTS WOMEN DRIVERS

AXA Affin General Insurance Berhad (AXA Affin GI) recently launched 'AXA Motor For Her' - a complete car insurance plan for female drivers. This comprehensive plan is specially designed for the convenience and safety needs of women drivers. AXA Affin GI is the first general insurance provider in Malaysia to introduce a car insurance product specially created for women. Present at the launch were Emmanuel Nivet, Chief Executive Officer of AXA Affin GI; Tan Sek Kee, Chief Distribution Officer of AXA Affin GI; and Rebecca Tan, Chief Marketing Officer of AXA Affin GI, and AXA's valued business partners.

AXA Motor for Her offers a range of services and benefits specifically catered to the needs of women drivers in Malaysia, and on top, to provide a safe and convenient experience to women. The three key highlights of the plan include:

- AXA Motor For Her policy holders will be offered a **free ride to their next destination** from the scene of accident or breakdown, to ensure they arrive safely and with minimal delay.
- When repairs are completed, AXA Motor For Her policy holders can have their **cars delivered to their doorstep**, to give a hassle-free experience and minimize inconveniences like having to take a taxi to the workshop.
- As an exclusive benefit, policy holders will enjoy free **car window snatch theft cover** when she takes up a Driver Passenger Personal Accident (DPPA) insurance with her car insurance plan. This special benefit covers losses up to RM500 suffered as a result of car window snatch theft, an increasingly worrying crime especially for female drivers.

Additional benefits are also offered to deliver an end-to-end hassle-free experience for women drivers. **Free towing service** is provided by AXA's panel workshops in the event of accident or breakdown, and AXA's panel workshop staff can also assist and guide the insured to make a police report in the event of an accident.

"We recognise the contribution of women to corporate Malaysia and entrepreneurship. They lead busy lifestyles and are often on-the-road for both business and family reasons. We designed this plan for female drivers, so that in the case of a road accident, they won't have to worry about the major inconveniences like towing or repairs; and also they can be assured of their personal safety when stranded on the road. We want to provide them with the convenience and safety in these situations, to enable them to get on with their busy schedules," said Emmanuel Nivet, CEO of AXA Affin GI.

In conjunction with the launch of AXA Motor For Her, AXA Affin GI hosted the 'AXA Motor For Her Personal Growth and Safety event'. The event was a seminar touching on the areas of female entrepreneurship and safety, and included prominent guest speakers like Ms Low Ngai Yuen, President of WOMENgirls and kakiseni who spoke on female entrepreneurship and personal growth and development. There was also a Personal Safety For Women Demo by Mr Eddie Lim Yit Min, a Taekwondo Gold medalist in the Vietnam 2003 SEA Games. This included a safety awareness seminar which included safety tips like how to avoid car window snatch thefts, as well as a self-defence and weapons training demonstration to teach the female audience how to use daily items like car keys and umbrellas to protect themselves against potential crimes.

“As AXA Motor For Her is a car insurance specially created for women, we wanted to launch it with an event that also specially benefits and serves the needs of women. The event was tailor-made to address two key topics which is female entrepreneurship and corporate success; and the increasing concern about personal safety and crimes affecting women,” said Emmanuel Nivet.

The event was held at The Bee, Publika Kuala Lumpur on 14 April 2016. It is the latest in a series of corporate social responsibility initiatives from AXA Affin GI, following their recent Road Audit exercise in January, in support of the Pulau Tikus Pedestrian and Motorcyclist Safety.

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About AXA Affin General Insurance Berhad

AXA Affin General Insurance Berhad was incorporated in Malaysia on July 12th, 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 59 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 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.

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