



Press release

Kuala Lumpur, 4 October, 2018

AXA BECOMES THE OFFICIAL GLOBAL INSURANCE PARTNER OF LIVERPOOL FOOTBALL CLUB

AXA is proud to reignite its sponsorship strategy and join forces with one of the most famous names in sport—Liverpool Football Club (“Liverpool FC”) to become the club’s Official Global Insurance Partner.

In addition to providing excellent global brand visibility and raising AXA’s profile among sports fans around the world, this multi-year partnership with the English Premier League legends will further establish AXA’s strong presence in the daily lives of consumers.

Building on the shared values, AXA and Liverpool FC will create innovative experiences for clients, partners and fans, as well as making meaningful contributions to the local communities. Working closely with Liverpool FC’s players, manager, coaches and health professionals, AXA will also create a number of exclusive events as well as unique content that will help support the shared goal of promoting a healthy lifestyle, delivering on AXA brand purpose of empowering people to live a better life.

Following the recent announcement in Interbrand’s Best Global Brands ranking, AXA is recognised as the #1 Global Insurance Brand for the 10th consecutive year. This recognition is a testament to the company’s strong ongoing reputation and value as the global leader in insurance, driven by a strong commitment to be a trusted partner that empowers lives.





Recognised as the #1 Global Insurance Brand for the 10th consecutive year, AXA joins forces with English Premier League legends Liverpool Football Club to become the club's Official Global Insurance Partner. This partnership will support the shared goal of promoting a healthy lifestyle, delivering on AXA brand purpose of empowering people to live a better life.

"I am delighted to announce this long-term partnership with Liverpool FC, which comes at a particularly exciting moment for AXA as the Best Global Brand ranking, announced by Interbrand today, recognised AXA as the #1 insurance brand for the 10th year in a row. Like us, Liverpool are leaders in their field, renowned for their long and proud history, strong sense of community and relentless pursuit of excellence. We therefore look forward towards achieving shared successes, both on and off the field, as we continue to ensure our customers will 'never walk alone'", said **Thomas Buberl, Chief Executive Officer of AXA.**

"We are extremely proud of our success and achievement. It is a testament to the trust that our customers have on our continuous commitment towards empowering their lives, as well as the pride of our employees and partners. We believe the strength of AXA as a global brand, along with partnership with Liverpool FC will further accelerate both AXA Affin General and Life Insurance here in Malaysia. Thank you to all our valued customers for their support, we will continue to keep you at the heart of our business and be your trusted partner for a better life," said **Emmanuel Nivet, CEO AXA Affin General Insurance Berhad.**

"We are very happy to welcome such a prestigious and ambitious brand to our football family as our newest global partner and our Official Insurance Partner. We would like to extend our congratulations to AXA on being the number one insurance brand in the world for the 10th year running. With this award, AXA has continuously proven its dedication to service excellence and strives to be a true partner for life for its customers. As a world-leader in its industry, AXA shares our ambitions and values, which will provide the foundations for a special long-term relationship. Together we'll work towards bringing to life really special experiences for our fans around the world", said **Billy Hogan, Managing Director and Chief Commercial Officer, Liverpool FC.**

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ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 165,000 employees serving 107 million clients in 64 countries. In 2016, IFRS revenues amounted to Euro 100.2 billion and IFRS underlying earnings to Euro 5.7 billion. AXA had Euro 1,429 billion in assets under management as of December 31, 2016.

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 and the regulated information made public by AXA pursuant to article L. 451-1-2 of the French Monetary and Financial Code and articles 222-1 et seq. of the Autorité des marchés financiers' General Regulation are available on the AXA Group website (axa.com).

ABOUT AXA in ASIA

AXA in Asia is a market leading insurance player offering a differentiated composite proposition in Life and General Insurance with operational presence in Japan, Hong Kong, Singapore, Indonesia, China, India, Malaysia, the Philippines, and Thailand. The Asian businesses are part of the AXA Group, headquartered in Paris and a worldwide leader in insurance and asset management with a presence in 64 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

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 Asia and Affin Bank 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 Affin Life Insurance Berhad

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad 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. As of October 2017, AFFIN Bank is now the Bank Holding Company for AXA AFFIN Life.

FOR MORE INFORMATION:

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Corporate Responsibility strategy:

axa.com/en/about-us/strategy-commitments

SRI ratings:

axa.com/en/investor/sri-ratings-ethical-indexes

IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

Certain statements contained herein may be forward-looking statements including, but not limited to, statements that are predictions of or indicate future events, trends, plans or objectives. Undue reliance should not be placed on such statements because, by their nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results and AXA's plans and objectives to differ materially from those expressed or implied in the forward looking statements. Please refer to Part 4 - "Risk factors and risk management" of AXA's Document de Référence (Annual Report) for the year ended December 31, 2016, for a description of certain important factors, risks and uncertainties that may affect AXA's business, and/or results of operations. AXA undertakes no obligation to publicly update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.