

PRESS RELEASE

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Launch of Pulau Tikus Pedestrian & Motorcyclist Safety Campaign, in partnership with AXA Affin General Insurance Bhd

*Joint press statement by Yap Soo Huey, State Assemblywoman for Pulau Tikus & AXA Affin General Insurance Berhad
28 January 2016*

As part of their CSR program, over 200 AXA Affin General Insurance Bhd staff participated in conducting a road audit as part of the Pulau Tikus Pedestrian & Motorcyclist Safety Campaign. The activity this morning was organized together with the office of YB Yap Soo Huey as well as local JKKKs (JKKK Pantai Molek and JKKK Midlands Berjaya). In teams of 2 to 4 persons, the volunteers were stationed at 200m intervals along 9 main roads – Jalan Kelawai, Jalan Tanjung Tokong, Jalan Fettes, Jalan Mt Erskine, Jalan Bagan Jermal, Persiaran Gurney, Jalan Pemenang, part of Jalan Cantonment and Jalan Burma until Him Heang biscuit shop. The total distance covered was 11.8km.

Volunteer teams recorded locations where pedestrians crossed the road without using a signalized crossing. The aim was to identify points along the road where pedestrians prefer to cross, estimate the danger level of that crossing and suggest reasons why people might prefer to cross at that location instead of walking further to a signalized crossing. Volunteer teams were also stationed at signalized pedestrian crossings to monitor vehicles that speed or do not stop even when the lights have turned red for vehicles.

This activity is in response to feedback from local community that cars and motorcycles often do not stop even after the pedestrian crossing had turned red. This becomes dangerous when pedestrians begin to cross the road, but vehicles continue to go ahead anyway. Pedestrians have also reported that instead of slowing down when the amber or red light comes on, some vehicles speed up when they approach pedestrian crossings. In earlier surveys, pedestrians also feedback that signalized pedestrian crossings are not located at convenient and useful locations.

The road audit conducted with the assistance of AXA Affin General Insurance will provide baseline data to assist with the 5-year Pulau Tikus Pedestrian & Motorcyclist Safety Campaign. This campaign in Pulau Tikus is part of the Penang Road Safety Strategic Plan 2015-2020 that was launched last year. Penang aims to reduce fatal accidents in the state by 50% by 2020. Since February 2014, a series of “Workshops on Inventions and Strategies for Road Safety” (*Bengkel Intervensi Strategi Keselamatan Jalan Raya*) were organized by the state-level Road Safety Tactical Committee chaired by YB Chow Kon Yeow. The workshops and meetings involving all road and transport-related government agencies, PDRM, USM and local JKKKs were held to gather feedback, identify problem, set priorities, survey problem sites and discuss strategies to improve road safety. The strategic plan that was launched last year is part of the Penang Transport Master Plan. Road safety projects are to be piloted in Pulau Tikus, Berapit and Penanti. A motorcyclist safety campaign was launched in Berapit in August 2015.

“AXA is a strong advocate for road safety. We are constantly looking for ways to inculcate safe driving behavior among drivers in Malaysia. We are pleased to be able to work with the local authorities in Penang to organize this road safety awareness exercise, as part of our continuous efforts in risk education to the public” said Emmanuel Nivet, CEO of AXA Affin General Insurance Bhd.

As a leading Motor insurance provider in Malaysia, AXA Affin General Insurance Berhad has been active in promoting awareness on road safety. In 2014, AXA launched AXA Drive, a first-of-its-kind mobile application aimed at improving road safety for Malaysian drivers. The app captures data on how a car is driven in terms of acceleration, braking and turning, to drivers a score at the end of the journey. Other than road safety, AXA has also been active in other CSR activities. In August 2015, AXA held its inaugural AXA Hearts In Action Run, a running event to raise awareness for environmental sustainability. A total of RM108,222.73 was contributed towards WWF-Malaysia’s conservation efforts.

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 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 AXA Group:

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

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 and General Insurance website: www.axa-affin.com / www.axa.com.my

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