

AXA AFFIN LIFE INSURANCE BERHAD LAUNCHES MALAYSIA'S FIRST CANCER CARE INSURANCE ONLINE PORTAL

AXA AFFIN Life Insurance Berhad redefine standards to support cancer patients with emphasis on importance of early care

Kuala Lumpur, 13 November 2013 – AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) has launched the AXA 110 Cancer Care Project in collaboration with the National Cancer Society Malaysia (NCSM). This project centres on AXA AFFIN Life's commitment to support and care for critical illness patients, especially patients diagnosed with cancer. In conjunction with the launch, AXA AFFIN Life will be offering two new protection plans: AXA 110 Cancer Care and AXA 110 Critical Illness (CI) Care respectively. The launch also marks the **first and only online portal** at www.110cancercare.com in Malaysia that people can sign up for a cancer plan.

According to a report published by the National Cancer Registry of Malaysia (NCR) in 2008, 21,773 Malaysians are being diagnosed with cancer on a yearly basis from 2003 to 2005. Alarmingly, almost 10,000 cases are unregistered every year.

"Statistics revealed that cancer is one of the major health problems in Malaysia. It is also estimated that one in four Malaysians will develop cancer by 75 years old¹. We may not think we will ever be diagnosed with cancer one day; but we have no control over the uncertainties in life," said **Mr. Loke Kah Meng**, *Chief Executive Officer of AXA AFFIN Life Insurance Berhad*.

"Malaysians need to understand that delayed care is a prime cause for cancer-related deaths and the high costs of treating cancer are better managed when we are financially prepared with early care. It is imperative to get early cancer protection in order to benefit from early cancer detection," he continued.

This campaign was graced and jointly launched with **Dr. Saunthari Somasundaram**, *President and Medical Director of the National Cancer Society Malaysia*. The AXA 110 Cancer Care Project also

¹ National Cancer Registry of Malaysia. Cancer in Malaysia. *National Cancer Society Malaysia*. Retrieved from <http://cancer.org.my/learn-about-cancer/about-cancer/>

aims to educate the public on the importance of early care for cancer which is crucial for treatment and recovery. “Cancer is mostly being diagnosed in later stages and this limits the chances of a successful outcome. Much of the existing resources are concentrated on treatment and not enough is being placed into screening and early diagnosis, to ensure cancer can be detected early. Early detection of cancer can greatly improve the odds of successful treatment and survival,” explains **Dr. Saunthari**. “AXA AFFIN Life’s sponsorship to the National Cancer Society Malaysia is commendable and timely. We are delighted to be associated with AXA AFFIN Life as it is through such caring organizations that we are able to make a positive impact on healthcare.”

Commenting on AXA AFFIN Life’s action in championing the cause to support and ease the burden of patients diagnosed with cancer, **Mr. Loke** added: “Our commitment and dedication towards their wellbeing is what drives us to strive further and with this strong collaboration with NCSM, we can give the physical and mental recovery that patients need during the course of fighting cancer.”

Mr. Loke further said: “At AXA AFFIN Life, we are dedicated to provide our customers with comprehensive healthcare solutions that will cover them medically, financially and emotionally. We believe that a strong body starts with a strong mind in order to keep a strong spirit to fight against the illness.”

Cancer Coverage in the Early Stages

Underpinned by their ‘Redefining Standards’ philosophy, AXA AFFIN Life offers two new protection products: AXA 110 Cancer Care and AXA 110 CI Care. The two new products are not only accessible and affordable, but also aim to provide better health protection for people in Malaysia.

With AXA 110 Cancer Care plan, policy holders will have additional funds to seek early treatment for a better chance of recovery when cancer strikes. The policy will give an early pay-out for insurance claims upon cancer diagnosis even in the early stages of cancer. In addition, the plan provides 10 years of premium for 20 years of coverage and available through the online sales portal at www.110cancercares.com. This website modernises conventional sign-up procedures because it is the first and only online portal in Malaysia that people can sign up for a cancer plan. With five easy sign-up steps, the website not only provides ease of accessibility for those living in a busy and fast-paced lifestyle; but is also hassle-free and convenient for people to sign up for early protection. Depending on the age group, the monthly premium rate starts at an affordable low at RM45 a month.

The 110 CI Care plan provides comprehensive coverage for up to 110 critical illness events, early and double benefit pay-out for cancer-related illnesses.

Supporting You through Life’s Toughest Moments

AXA AFFIN Life is also furthering its commitment in providing protection and ease of mind to cancer patients by helping the patients of NCSM’s Cancer Treatment Centre. AXA AFFIN Life will be



supporting these cancer patients undergoing chemotherapy treatment by funding the chemotherapy day care usage for every 110 Cancer Care and 110 CI Care policy sold under this project. The contribution from AXA AFFIN Life could potentially help provide day care usage to as many as 10,000 patients. AXA AFFIN Life strengthens their commitment to support and care for cancer patients by providing the physical and emotional recovery, which patients seek while fighting the illness.

“We know that peace of mind is not only limited to physical recovery, but emotional well-being is equally important. Here at AXA AFFIN Life, we are committed to put our responsibilities at the heart of our action in providing the financial and emotional support that can help patients to recover and fight against the illness,” said **Loke**.

AXA AFFIN Life has also initiated a campaign with bloggers, where bloggers who write about the AXA 110 Cancer Care Project will receive a certificate bearing AXA AFFIN Life and NCSM endorsement as a token of appreciation for their support, and a chemotherapy day care usage funding will be donated by AXA AFFIN Life to NCSM for each write up published. To participate, send in an email to Markus Tiemroth at markus@lionandlion.com.

The AXA 110 Cancer Care Project stresses the importance of early care and the benefits of preparing and managing the risks of cancer to ensure financial stability and comfort. To sign up, please visit www.110cancercare.com to help someone fight cancer today.

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.

About National Cancer Society Malaysia (NCSM)

The National Cancer Society Malaysia (NCSM) is a registered, tax exempt charity body established in 1966. It is the first cancer NGO in the country and is the only NGO that provides medical care through its extensive range of cancer services, treatment and support to people affected by cancer.

Financed entirely by voluntary contributions from the public, NCSM supports patients and caregivers through their cancer journey via its five cancer centres - Resource & Wellness Centre, Cancer & Health Screening Centre, Nuclear Medicine Centre, Cancer Treatment Centre and the Children's Home of Hope.

Backed by its philosophy to "Educate, Care and Support", NCSM aims to:

- Educate - To decrease the incidence of cancer in Malaysia by raising public awareness on prevention, screening and early detection of cancer through education.
- Care – To raise accessibility of cancer services in Malaysia by providing advanced facilities in screening, diagnosis and treatment of cancer.
- Support – To empower individuals and those affected with cancer to maintain the highest possible quality of life.

NCSM is managed by 51 staff and has 5 branches nationwide. It is also supported by volunteers.

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

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