



Press release

Kuala Lumpur, 16 April, 2019

KNOW YOU CAN MAKE A DIFFERENCE AT AXA HEARTS IN ACTION RUN 2019!

AXA Hearts in Action Run 2019 returns for the 5th consecutive year with a strong commitment to advocate for 5 social causes and a more challenging running experience. The run is set to kick off at Dataran Merdeka, Kuala Lumpur on 21st July 2019 and this will be the first year where the half-marathon category is introduced to attract runners who wish to go for a more challenging category.

AXA Hearts in Action Run has grown to become a significant running event in Malaysia that draws thousands of runners every year to run for better health and most importantly, for a good cause. This year's theme "Know You Can Make A Difference" reinforces AXA Affin General Insurance's (AAGI) commitment to be an encouraging partner, supporting runners to champion a social cause close to their heart.



AXA Affin General Insurance Berhad organised the Official Launch of AXA Hearts in Action Run 2019 and invited NGO partners from WWF-Malaysia, World Vision Malaysia, National Kidney Foundation of Malaysia, National Cancer Society Malaysia and Yayasan Jantung Malaysia, run ambassador Tahira Aliya and guests from the running clubs. AXA Hearts in Action Run 2019 returns for the 5th consecutive year with a strong commitment to advocate for 5 social causes and a more challenging running experience.



“It is highly motivating to see enthusiastic Malaysians coming together every year to support the social cause that they believe in. This is what drives us to continue the run for the 5th consecutive year, this year at the iconic Dataran Merdeka, to deliver the best possible running experience to all runners whilst continuing our commitment to give back to the society,” said Emmanuel Nivet, Chief Executive Officer of AAGI.

AAGI and all runners will be contributing a total of RM 100,000 to 5 NGOs. Each social cause is represented by different t-shirt colour and runners can choose their T-shirt colour based on their preferred cause — **Environment, Children, Kidney, Cancer or Heart**. Together with their family and friends, runners will also get to enjoy and learn more about the 5 social causes through a line-up of activities planned for the day.

- WWF-Malaysia (Green) : Know You Can Protect Our Mother Earth
- World Vision Malaysia (Blue) : Know You Can Empower The Future Leaders
- National Kidney Foundation of Malaysia (Orange) : Know You Can Be Kind To Your Kidneys
- National Cancer Society Malaysia (Purple) : Know You Can Prevent Before It Starts
- Yayasan Jantung Malaysia (Pink) : Know You Can Move Your Feet, Keep The Beat

Actual Run at Dataran Merdeka, Kuala Lumpur

21km (Men & Women): RM 90 per runner

12km (Men & Women): RM 70 per runner

6km Fun Run (Adult): RM 60 per runner; RM 40 per runner (Children aged 3 – 12 years old)

Virtual Run

21km (Men & Women): RM 75 per runner

12km (Men & Women): RM 55 per runner

6km (Adult): RM 45 per runner

Runners who are unable to make it on the actual day can join the Virtual Run category and run at their own convenience at any location, from 21st July 2019 till 28th July 2019. They only need to submit their distance and time to submission@fbgroup.asia to obtain the finisher medal and race bag.

Registration for AXA Hearts in Action Run 2019 is now open at <https://www.axa.com.my/axa-hearts-in-action-run>. Each registered runner will receive a complimentary active band. Those who register before 1 May 2019 will enjoy an early bird discount of RM 5 on their registration fee. More updates available on AXA Affin Insurance Malaysia Facebook page.

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The AXA Group is a worldwide leader in insurance and asset management, with 171,000 employees serving 105 million clients in 61 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.

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AXA International & New Markets provides protection to customer, people and businesses alike – so that they can pursue their lives and ventures with peace of mind – in fifth geographies, Asia, Middle-east, Africa, Europe & Latin America, and gathers the smaller and high-growth markets of the AXA Group. AXA International & New Markets is part of the AXA Group, a worldwide leader in insurance and asset management, with 160,000 employees serving 105 million clients in 64 countries. In 2017, IFRS revenues amounted to Euro 98.5 billion and underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

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.

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