



# Press release

Kuala Lumpur, 19 February, 2020

## AXA SETS GLOBAL BENCHMARK WITH INNOVATIVE HR PRACTICES

AXA Affin General Insurance Berhad (AXA) started the year with 4 global HR awards received at the Global HR Excellence Awards and Global Best Employer Brand Award 2020.

- Innovation in Retention Strategy
- Managing Health at Work
- CHRO of the Year
- 501 Global HR Leaders

This is AXA's 3<sup>rd</sup> consecutive win at both the global award ceremonies.

Organised by World HRD Congress at Seaside Lawns, Taj Lands' End Mumbai on 15<sup>th</sup> and 16<sup>th</sup> February 2020, the prestigious award ceremonies are known to recognise innovative HR practices and honour practitioners who drive organisational growth and workforce transformation.



*En. Mohd Syukri bin Ahmad Sudari, Chief People Officer of AXA was awarded CHRO of the Year and 501 Global HR Leaders at the Global HR Excellence Awards 2020. The Company had received a total of 4 prestigious awards including Innovation in Retention Strategy and Managing Health at Work, in recognition of its revolutionary HR culture and retention strategy.*

En. Mohd Syukri bin Ahmad Sudari, Chief People Officer of AXA attributed the global recognition to the Company's revolutionary HR culture. He said, "It has been quite a journey for us since we started our HR transformation a few years back, focusing on driving simplification and efficiency through the deployment of robotics, automation and digitalisation."



AXA is the first in Malaysia to “recruit” Amber, an AI chat box equipped with predictive capability, to help assess employees’ sentiments based on their feedback and manage expectations. Amber has reached out to 89% of employees since its launch in February 2019.

As part of its retention strategy, AXA has also launched AXA Well— a long-term sustainable well-being programme with a holistic approach to cater to the diverse needs in the workplace. Both Amber and AXA Well have proven to be great innovations in improving employee retention rate and attachment with the company.

“We envision to create a conducive working environment that contributes towards building an engaged and productive workforce to reach our goal to become the ‘Most Inspiring Company to Work For’ by 2023,” Syukri concluded.

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#### **ABOUT THE AXA GROUP**

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.

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 International New Markets**

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 12<sup>th</sup>, 1975 as a licensed general insurance company. It is an associate company of AFFIN Bank. As one of the fastest growing insurance companies in Malaysia and leader in medical and health insurance (Source: ISM), the Company protects over 1.4 million Malaysians, supported by over 800 employees in 23 offices and its multi-distribution channels which include brokers, bank partners, franchise and more than 5,000 agents nationwide.

#### **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.

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