



# Press release

Kuala Lumpur, July 19, 2018

## AXA AFFIN GENERAL INSURANCE BERHAD WINS 3 AWARDS AT THE ASIAN BANKING AND FINANCE INSURANCE ASIA AWARDS 2018

- AXA Affin General Insurance Berhad (AAGI) received 3 awards at the Asian Banking and Finance Insurance Asia Awards 2018 for its excellent performance, customer centricity and innovation.
- This is AAGI's 3<sup>rd</sup> consecutive year winning the **International General Insurer of the Year - Malaysia** and **New Insurance Product of the Year - Malaysia**, in addition to the inaugural **Claims Initiative of the Year – Malaysia** award.

AXA Affin General Insurance Berhad (AAGI) emerged as a big winner at the Asian Banking and Finance Insurance Asia Awards 2018, held on 12 July 2018 at Shangri-La Hotel, Singapore.

This is AAGI's 3<sup>rd</sup> consecutive year of winning the **International General Insurer of the Year - Malaysia** and **New Insurance Product of the Year - Malaysia** award. AAGI was also awarded with the inaugural **Claims Initiative of the Year – Malaysia** award in recognition of its continuous efforts in improving and transforming its customer experience.

Organised by Asian Banking and Finance Magazine, the Insurance Asia Awards 2018 is an acclaimed industry award that recognises Asia's most outstanding financial institutions. The Asian Banking and Finance Magazine is the leading publication serving Asia's dynamic financial services industry.



*Rebecca Tan, Chief Marketing Officer and Bancassurance of AXA Affin General Insurance Berhad received 3 prestigious awards at the Asian Banking and Finance Insurance Asia Awards 2018. Consecutively for the past 3 years, the company has been recognised with the International General Insurer of the Year – Malaysia and New Insurance Product of the Year - Malaysia award. AAGI was also awarded with the inaugural Claims Initiative of the Year – Malaysia award this year.*

"I am extremely humble but proud to represent AAGI to receive these 3 awards. Winning the International General Insurer of the Year and New Insurance Product of the Year for 3 consecutive years is a validation of the outstanding performance of our company and people. This recognition means a lot to us as it is a testament of our focus and conviction to deliver, while becoming one of the fastest growing general insurance companies in the country. It is also a seal of approval from our customers and partners who trust us in delivering our commitment to empower people with innovative and customer centric solutions," said Rebecca Tan, CMO and Bancassurance of AAGI.

AAGI is acknowledged as the International General Insurer of the Year – Malaysia for its great momentum in various segments of business development, strong operations, customer centricity, innovation and contribution to the community. AAGI prides itself with its multi-distribution channels and a strong proposition that creates value for customers through innovation and customer centric solutions.

AXA FlexiDrive, which won the New Insurance Product of the Year – Malaysia, is the 1<sup>st</sup> telematics motor insurance in Malaysia designed to advocate safe driving to improve the country's road and vehicle safety. This is made possible through the telematics technology and innovation that enables customers to track their driving behaviour, rewarding them up to 20% safe driving discount. AXA FlexiDrive comes with strong safety and security features, such as the automatic accident alert and 24/7 vehicle security and theft recovery feature.



“In line with our mission to become a customer-centric insurer by 2020, we are committed to drive risk prevention with innovative product development. We want to create value for our customers and empower them to live a better life,” she added.

Also being recognised with the inaugural Claims Initiative of the Year – Malaysia award, AAGI believes that claims is one of the crucial touch points and a key moment of truth for customers. The company devotes its resources on claims transformation and improvement to deliver excellent claims journey to its customers. The claims turnaround time has been reduced drastically with simplified claims process and documentation. On-going staff upskilling is also conducted to provide staff the skills to assist customers in time of need effectively.

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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 12<sup>th</sup>, 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.

#### **FOR MORE INFORMATION:**

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##### **Corporate Responsibility strategy:**

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#### **IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS**

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