

PRESS RELEASE

KUALA LUMPUR, 26 SEPTEMBER 2016

AXA HEARTS IN ACTION RUN 2016 DRAWS OVER 7,000 RUNNERS AND CONTRIBUTES RM110,000 TO SUPPORT WWF-MALAYSIA'S CONSERVATION EFFORTS

The AXA Hearts In Action Run 2016 recently took place on 25 September 2016 at Persiaran Flora, Cyberjaya. This is the second consecutive year of the event, with AXA Affin General Insurance Berhad (AAGI) as the title sponsor. The run comprised of 3 categories: 12km Open; 6km Beginner; and 3km Family run. After a successful inaugural event in 2015 which attracted over 3,330 runners, this year's event more than doubled that with a total of 7,081 registered runners.

As the No.1 global insurance brand as recognized by Interbrand, AAGI's core focus is to protect people over the long term. As such, AAGI has always been active in Corporate Responsibility initiatives and projects that raise awareness in environmental conservation and also living a healthy lifestyle. The theme of the event: "Show Your True Colors and Run For Your Cause", achieves both objectives, by encouraging the public to run for one of five great causes. The runners were allowed to represent each of their preferred causes with different brightly colored running T-shirts.



Participants in colourful runner t-shirt that represented their supported causes:

- Green to 'Save Nature', for those who support the cause of protecting our forest as a whole
- Blue to 'Save Water', for those who support the cause of saving our oceans and marine life
- Orange to 'Save Animals', for those who support the protection of wildlife and endangered species
- Yellow to 'Save Energy', for those who support the cause of energy conservation or use of renewable energy sources
- Pink to 'Save the Environment', for those who support the cause of sustainable living

There were also a range of fun and educational activities at Persiaran Flora. Official sponsors including: Ultron (Official Apparel), Brooks (Official Footwear) and other supporting partners, were there to host promotional offers, environmental exhibitions, health tests and many more engaging activities for the crowd.

The RM110,000 contribution made to WWF-Malaysia will go towards supporting their conservation work on large-scale priority areas that encompass a broad range of wildlife and ecological systems.

“Here at AXA, we are always actively seeking ways to raise awareness on environmental conservation and living a healthy lifestyle. We always see prevention as the best form of protection, therefore awareness and education are important. Through events like today, we hope to raise awareness among all Malaysians that environmental conservation is everyone’s responsibility, and we should all do our part by practicing this in our daily habits. Small efforts like turning off the lights when you are not in the room, can go a long way in saving our planet. Doing this while also living a healthy lifestyle will benefit everyone in the long run,” said Emmanuel Nivet, Chief Executive Officer of AAGI.



The runners all geared up and ready to run for their cause!



Emmanuel Nivet handing over a contribution of RM110,000 to WWF-Malaysia's Conservation Director, Dr Sundari Ramakrishna, with WWF mascot Chi Chi. Both organizations expressed their shared goal of demonstrating their strong commitment and contribution towards creating a healthy environment by promoting sustainable and responsible consumption, and hope to maintain a long-term, mutually beneficial relationship moving forward.



All happy faces after receiving their medals at the run!

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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 Group and Affin Holdings 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.

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 64 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion assets under management as of December 31, 2015.

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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