

PRESS RELEASE

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AXA AFFIN GENERAL INSURANCE BERHAD BRINGS BACK AXA HEARTS IN ACTION RUN 2016 IN PARTNERSHIP WITH WWF-MALAYSIA

AXA Affin General Insurance Berhad (AXA Affin GI) has announced its continued partnership with WWF-Malaysia (the World Wide Fund for Nature Malaysia) to launch its second **AXA Hearts In Action Run 2016** event. Present at the signing ceremony were Emmanuel Nivet, Chief Executive Officer of AXA Affin GI and Dato' Dr Dionysius Sharma, Executive Director/CEO of WWF-Malaysia.

With AXA Affin GI as the Title Sponsor, AXA Hearts In Action Run 2016 will take place this 25 September 2016 at Persiaran Flora, Cyberjaya. The inaugural event in 2015 was a success, attracting 3,337 participants and – contributing over RM108,000 to support WWF-Malaysia's conservation work on large-scale priority areas that encompass a broad range of wildlife and ecological systems, including important conservation projects from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas. By conserving our natural resources, WWF-Malaysia is helping to protect our livelihoods, food and water supply, thus securing our good quality of life and our children's bright future. AXA Affin GI is aiming to attract 7,000 runners to this year's event.

“With the success of last year, we are proud to bring back the AXA Hearts In Action Run for the second consecutive year. This year, we want to leverage more on this event to raise further public awareness about the Corporate Responsibility (CR) causes supported by both AXA and WWF,” said Emmanuel Nivet.

The AXA Hearts In Action Run 2016 offers participants the opportunity to run for a cause of their choice, by selecting a T-shirt color that represents their supported cause. There are 5 colors which participants can select from:



- 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 are a total of 3 categories in the Run, including the 12km (Men & Women); 6km (Men & Women); and Family 3km Run (Open to families with a minimum of 1 adult & 1 child aged 5-12, up to a maximum of 4 in a team)

Registration fees range from RM35 to RM60 per runner. There will also be special Corporate group registration packages. Part proceeds will be channelled to support WWF-Malaysia's conservation efforts.

"Protecting people has always been our mission, and protection starts best with self-awareness and education. It is our responsibility to continuously educate and encourage Malaysians to maintain a healthy lifestyle, and participation in healthy exercise and activities such as this Run is one way to achieve this. We encourage the participants to bring back not just good memories but also inspiration to continue supporting the causes they chose," Emmanuel added.

This will be the second consecutive year in which AXA Affin GI has partnered with WWF-Malaysia as the beneficiary of the AXA Hearts In Action Run. 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 hopes to maintain a long-term, mutually beneficial relationship moving forward.

"We hope that Malaysians and all participants will enjoy this event and see that exercise can be fun. Bring your parents, your grandparents and your children and have fun as a family. Let's get your hearts in action and run for your cause!" Emmanuel added further.

"WWF-Malaysia sincerely thanks AXA Affin GI and all the participants for supporting environmental conservation and making this run good for your health and our living planet's health as well. Healthy humans need healthy ecosystems, for example forests provide us with freshwater which not only has critical domestic and industrial uses but is also vital for agriculture and our food security. Healthy seas provide us with our seafood, which is important as Malaysians are the biggest consumers of seafood in Southeast Asia," said Dato' Dr Dionysius Sharma.

AXA Hearts In Action Run 2016 official sponsors include Ultron, Brooks, 100Plus, Spritzer, Celebrity Fitness, Soleus; other supporting sponsors and partners include Cambridge Weight Management Plan, UUCare, Spectrum of Life (SOL), SalonPas, Urban Health, Dunia Sukan, Running Malaysia, Indah Water Konsortium, Green Tech Malaysia, Hospital Universiti Kebangsaan Malaysia (HUKM).

Registration for AXA Hearts In Action Run 2016 is now open, with over 2,000 runners already signed up. To register yourself, go to www.axarun.com.

For more information about AXA Hearts In Action Run 2016, visit www.axarun.com or email to axaheartsinactionrun@axa.com.my. You can also follow the AXA Affin General Insurance Berhad Facebook page for the latest updates.

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About WWF-Malaysia

WWF-Malaysia (World Wide Fund for Nature-Malaysia), the national conservation trust, currently runs more than 90 projects covering a diverse range of environmental protection work. Since 1972, WWF-Malaysia has worked on important conservation projects, from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas. We also undertake environmental education and advocacy work to achieve conservation goals. By conserving our natural resources, WWF-Malaysia is helping to protect our livelihoods, food and water supply, thus securing our good quality of life and our children's bright future. We thank our supporters whose donations enable our conservation work. If you would like to donate to WWF-Malaysia or learn more about our projects, please visit our website at: wwf.org.my

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.

AXA Affin General Insurance Berhad Contacts:

Jason Ng Jie Sheng	T 03-2170 8568	E jason.ng@axa.com.my
Thai Jia Vay	T 03-2170 8548	E jiavay.thai@axa.com.my