

PRESS RELEASE

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(For immediate release)

AXA is the No.1 Global Insurance Brand for The 7th Consecutive Year

- > AXA joins the top 50 global brands, and with a 5-point progression becomes 48th in Interbrand's *Best Global Brands* ranking
- > AXA is the 1st insurance brand worldwide for the 7th consecutive year, with a brand value growth this year of 14%

The *Best Global Brands* ranking today confirms the AXA brand's strong ongoing reputation and value: 48th best global brand, up 5 spots in a year, 1st insurance brand and the 4th best French brand across all industries, with a brand value that has gone up by 14% this year, one of the strongest increases amongst French brands. It is now valued at USD 9,254 million.

"Our mission is to protect our clients and make our insurance and asset management expertise available to them, anytime, anywhere. The AXA brand conveys this mission, our values and our corporate responsibility around the world: across our distribution networks, inside our clients' smartphones, and on university campuses where we recruit our future talents!"

We are extremely proud that AXA, on its 30th anniversary, has made its entry amongst the 50 best global brands. I want to thank our employees and distributors who are AXA's strongest ambassadors, supporting our brand day in and day out alongside our clients", said **Véronique Weill, Chief Operating Officer and a member of the Management Committee of the AXA Group.**

According to Interbrand, "AXA's investment in brand at the heart of the business, informing everything from culture to collaborations and partnerships, has been key to its sustained growth. 2015 sees the brand assert not only its continued dominance as the most highly valued insurance brand, but also its prominent performance in financial services, the third largest sector represented in *Best Global Brands*."

"Over the past two years, we have gained 11 ranks in the Interbrand ranking and have increased our brand value by 30%. This reflects the regularity, consistency and relevance of our investments in the AXA brand. It is an extremely valuable asset, a driver of trust for our 103 million clients, of pride for our teams and of attractiveness for our 130,000 distributors.

In recent months, we have extended AXA's international presence in Asia, Latin America and Africa; accelerated our digital transformation to which we have allocated 42% of our media investments; deployed our strategy on social networks via global agreements with Facebook and LinkedIn; and deployed our brand in the mobile space through for example the MyAXA application, AXA Shield on Google Ingress (5,000,000 downloads), and AXA Drive (700 000 downloads). We have also concluded new partnerships in the digital and sharing economies, notably with BlaBlaCar, the European carpooling leader, and Endeavor, an NGO that mentors entrepreneurs in developing countries. Today our relationship with our clients is a daily conversation, one which aims to discuss how we can better cater to their ever-evolving needs and expectations.

I am convinced of the huge potential of the AXA brand which is in great part driven by our ambition to always anticipate, protect and care for our clients, to better serve and support them in their new consumption patterns”, added **Frédéric Tardy, Chief Marketing and Distribution Officer of the AXA Group.**

“We are proud to be a part of this great achievement once again this year. The strength of AXA as a global brand, along with recognitions like this, has been a contributing factor to the positive growth we have seen here in Malaysia and the Asia region. I would like to thank all our employees, distributors and customers here in Malaysia for their strong support and contributions towards this achievement,” said **Emmanuel Nivet, CEO of AXA Affin General Insurance Berhad.** AXA Affin General Insurance Berhad has seen a positive growth of 18.8% in Gross Written Premium (GWP) for the first half of 2015, while the Malaysian general insurance market grew 2.3% in the same period.

“We firmly believe that this is a testament to our continuous commitment and mission to protect our customers, as we are yet again recognized by Interbrand, as one of the best global brands in the world and the global leader in insurance. This achievement and recognition serves to reaffirm our customer-centric approach in all the initiatives that are carried out by AXA, anywhere in the world. We at AXA AFFIN Life Insurance will continue to play our roles diligently in educating the market, as well as continue to expand and improve our products and services to best protect our customers and reinforce the AXA brand in Malaysia” said **Loke Kah Meng, CEO of AXA AFFIN Life Insurance Berhad.**

About AXA AFFIN Life Insurance Berhad

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) is a joint venture company between AFFIN Holdings Berhad and AXA Group, a worldwide financial protection leader, which is headquartered in Paris. Leveraging on the AXA Group's strength as a financial protection expert and AFFIN Holdings' local knowledge and diversified network, AXA AFFIN Life is focused on helping individuals manage risk and achieve their financial goals. AXA AFFIN Life will strive to build close and lasting relationship with its customers, offering them care, support and advice with the highest standard of professional ethic.

About AXA Affin General Insurance Berhad

Incorporated in Malaysia on July 12th, 1975 as a licensed general insurance company, AXA Affin General Insurance Berhad is a joint venture between AXA Group and Affin Holdings Berhad, one of the leaders in Malaysia's financial services industry. With over 130 years of experience in Malaysia, AXA Affin General Insurance has expertise in personal, business and health insurances. Our product range includes Motor, Household, Health, Accidental and Travel Insurance for individual customers as well as comprehensive plans specially designed for SME businesses.

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

About AXA Group:

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

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 is available on AXA Malaysia's website: www.axa.com.my

For media enquiries:

AXA AFFIN Life Insurance Berhad :		
Nashrul Abdul Shukor	T 03-2117 6670	E Nashrul.ashukor@axa-life.com.my

AXA Affin General Insurance Berhad :		
Jason Ng	T 03-2170 8568	E jason.ng @axa.com.my
Thai Jia Vay	T 03-2170 8548	E jiavay.thai@axa.com.my