

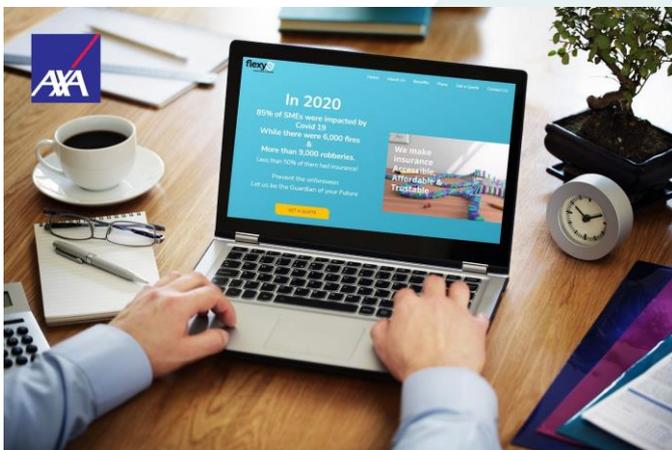


# Press release

Kuala Lumpur, 8 April 2021

## AXA PARTNERS WITH GFLEX40 TO INTRODUCE DIGITAL BUSINESS INSURANCE

AXA Affin General Insurance Berhad (AXA) partners with GFlex40 (an insurance technology company) to launch **FlexyProtect**, an online business protection plan catered to the needs of small and medium-sized enterprises (SMEs).



### AXA Partners with GFlex40 to Introduce Digital Business Insurance

SMEs being an integral part of the country's economy—hence AXA is committed to bridge the protection gap for underinsured businesses in Malaysia. This partnership reinforces AXA's strong focus in enhancing its existing product solutions, accelerating digital transformation and driving omni-channel strategy.

Emmanuel Nivet, Chief Executive Officer of AXA stated that by leveraging on the technological capabilities of GFlex40, which shares similar aspirations and customer-centric values, AXA strives to deliver simple, affordable and accessible business protection plan via innovative digital technology.

“Through this partnership, we are not only able to support SMEs in mitigating unexpected risks, but also

make business protection more accessible to them. We are incredibly excited of the prospect of this digital initiative. Backed by our strong agency force that is equipped with great expertise and experience, we believe we are able to empower SMEs with continuous protection and financial support to pivot their business in an increasingly digital world,” Emmanuel said.

Underwritten by AXA, FlexyProtect offers three easy and cost-effective plans that can be customised to one's needs in the current business environment. It provides SMEs with the flexibility to choose their desired benefits, which range from comprehensive coverage to tailored benefits for food and beverage outlets as well as learning centres.

FlexyProtect can be purchased via GFlex40's online portal. By introducing an end-to-end digital experience, the application process is further simplified to just 3 - 5 simple steps, reducing the time it takes to acquire business insurance from days to just minutes. Businesses can enjoy complete control on the entire online application process, from signing up for an account to getting covered within their fingertips.



This is made possible with GFlex40's in-house proprietary technology – the *Expert Visual (aided) Actuarial Nexus (EVAN)*, which powers GFlex40's capabilities to accurately perform activities such as rule-based underwriting of customers, biometric identification and verification of customers (E-KYC), data capture from IDs, Anti-Money Laundering and Counter-Terrorism Financing screening, image recognition and document authenticity verification.

For more information, please visit [www.flexyprotect.com](http://www.flexyprotect.com).

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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](http://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

Incorporated in Malaysia in 1975, AXA Affin General Insurance Berhad is an associate company of AFFIN Bank Berhad. As one of the fastest growing general insurance companies in Malaysia and leader in medical and health insurance (Source: ISM), AXA offers comprehensive protection solutions to individuals and businesses in all areas of general insurance.

AXA protects over 1.5 million customers and are supported by more than 800 employees in 23 offices with multi-distribution channels of over 5,000 agents, brokers, franchise and bank partners nationwide.

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

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##### SRI ratings:

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