



# Press release

Kuala Lumpur, 26 February 2021

## AXA LAUNCHES ENHANCED BUSINESS PROTECTION PLAN TO HELP SMEs GET BACK ON TRACK

In line with its commitment to play an active role in empowering small and medium-sized enterprises (SMEs) throughout their journey, AXA Affin General Insurance Berhad (AXA) strives to assist viable businesses and support the continuity of their business operations during difficult times.

With SMEs making up 98.5% of total registered businesses in Malaysia<sup>1</sup>, they play an integral role in the country's economy and growth. According to a survey by SME Corp<sup>2</sup>, nearly 60% of SMEs reported not having any sales during the Movement Control Order period, while 39% experienced lower sales. The pandemic has inevitably impacted the SMEs financially and it is critical for them to be provided with additional support to mitigate their business risks in a disruptive environment.



“We realise how challenging the situation may be for the SMEs and now more than ever they need great support to pivot their business and navigate a business environment that has been entirely changed by the pandemic. We strongly believe we have to do something about it, to help SMEs to bounce back from unforeseen events,” Emmanuel Nivet, Chief Executive Officer of AXA said.

Continuing on its mission to provide SMEs with continuous protection and financial support, AXA has launched Business Advantage Plus (Enhanced), otherwise known as BAPE.



BAPE is the first-in-market business protection plan that offers Inconvenience Allowance with 2 payout benefits on top of fire or insured perils damage claims to support prompt business recovery. Comes in 4 easy plans to choose from, it also provides exclusive benefits for food and beverage, budget hotel and learning centres.

“Our all-in-one, cost effective business protection plan is customisable to one’s needs in the current business environment. Businesses at different stages are able to purchase plan based on their needs and budget, and importantly withstand any untoward situation,” Emmanuel added.

To provide added relief to SMEs, AXA has also introduced a special sanitisation benefit up to RM2,000 in conjunction with the launch of BAPE, should any of the business’ employee(s) is diagnosed with COVID-19. This complimentary benefit is subject to the availability of the RM100,000 pledged fund or the end of the campaign period, whichever is earlier. In addition, SMEs who sign up for BAPE during the campaign period will be rewarded with a complimentary 1kg ABC dry powder fire extinguisher, first come first served.

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

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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).

#### 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.

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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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