



# Press release

Kuala Lumpur, 23 Aug 2021

## AXA NAMED INTERNATIONAL GENERAL INSURER OF THE YEAR - MALAYSIA FOR THE 6<sup>TH</sup> CONSECUTIVE YEAR

AXA Affin General Insurance Berhad (AXA) won **International General Insurer of the Year - Malaysia** and **New Insurance Product of the Year - Malaysia** awards for the 6<sup>th</sup> consecutive year at the Asian Banking and Finance (ABF) Insurance Asia Awards 2021.

AXA is the first and only insurer in Malaysia to have attained this consecutive achievement at the ABF Insurance Asia Awards, organised by the Asian Banking and Finance Magazine — a leading publication within Asia's dynamic financial services industry.



During the virtual award presentation and interview session with Tim Charlton, Editor-in-Chief of Insurance Asia Awards, Aisah Bevi Abdul Rahman, Chief Governance Officer of AXA, stated that this recognition is a testament of AXA's market leadership and commitment in driving genuine progress in times of uncertainty.

"We are truly humbled to receive both the prestigious awards for the 6<sup>th</sup> consecutive year. This is a strong validation of our performance as a trusted insurer and our commitment to customers. Our sincere gratitude goes to all our valued customers, partners, agents and employees—this would not have been possible without their confidence and trust," Aisah said.

In response to the shifting landscape of customers' buying behaviours, AXA has accelerated its digital transformation journey to improve speed to market and drive efficiency through data analytics, LEAN methodology and robotics. AXA has also catered to the growing demand for online solutions during the pandemic by investing in strategic partnerships and expanding its digital footprint. This enables customers to get protected easily anytime, anywhere via their preferred channels.

On the product innovation aspect, AXA has pioneered product solutions that not only deliver greater value, but also protect what matters to customers. Awarded the New Insurance Product of the Year – Malaysia, AXA **SmartDrive Safe** is specially designed to address customers' distress on the road and improve road safety in the country. It is an innovative, first-of-its-kind telematics motor insurance in Malaysia that comes with a Microtag device to provide immediate assistance with the touch of a button. To motivate drivers to improve their driving behaviour, AXA has leveraged on telematics technology to implement a reward system for safe drivers. Should



drivers engage in any dangerous act such as using phone while driving or speeding, they will receive real-time 'beep' alerts via the Microtag. For more information, visit [axa.com.my/safe](http://axa.com.my/safe)

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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 1.8 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.

#### FOR MORE INFORMATION:

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##### Corporate Responsibility strategy:

[axa.com/en/about-us/strategy-commitments](http://axa.com/en/about-us/strategy-commitments)

##### SRI ratings:

[axa.com/en/investor/sri-ratings-ethical-indexes](http://axa.com/en/investor/sri-ratings-ethical-indexes)

#### 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.