

# Press release

Kuala Lumpur, Dec 21, 2020

## AXA AFFIN introduces AXA eCombo, a 3-in-1 customisable online protection package that combines medical, critical illness and life insurance and it's affordable

- A first in Malaysia, the AXA eCombo provides a customisable insurance package that combines **Medical Insurance, Critical Illness** and **Life Insurance** in one affordable package.
- In one swipe, policyholders will be able to enjoy the convenience of managing a single, comprehensive insurance package with monthly premiums as low as **RM71/month**.
- Insurance **applications can be done online in just 10 minutes** and with **instant approval\***.

AXA AFFIN Life Insurance Berhad is introducing AXA eCombo – the first customisable online insurance that combines Medical Insurance (AXA eMedic), Critical Illness (AXA eCritical Early Care) and Life Insurance (AXA eLife Protector+) in one complete package. The 3-in-1 package aims to offer a solution to customers' current unmet need of a single comprehensive insurance package with one monthly payment which is also affordable.

Emmanuel Nivet, Country Manager of AXA Affin Malaysia said that with Covid-19 crisis, people's priorities have shifted. The emphasis now is on comprehensive coverage without the hassle of managing a few insurance policies, often with different companies and many monthly premium payments to make.

"Customers want convenience, complete protection and affordability in their insurance products especially given the higher risks we face in current times. AXA eCombo is our commitment to support Malaysians and meet their evolving needs with products that are affordable and easy to manage especially now when they need the most support," he added.

With AXA eCombo, customers will get one complete package which addresses all their medical insurance needs.

- With AXA eMedic, policyholders will have access to over 150 panel hospitals all over Malaysia with cashless admission\*\* for hospitalisation of illnesses and accidents. AXA eMedic will cover the hospital bills with an annual limit up to RM100,000 with no lifetime limit.

- AXA eCritical Early Care provides policyholders with a Sum Insured of up to RM250,000 which covers 50 critical illnesses whereby medical conditions from an Early Stage will receive a pay-out of 50% of the Sum Insured and 100% pay-out for Advanced Stage.
- AXA eLife Protector+ provides policyholders with a Sum Insured up to RM250,000 for Natural Death, Accidental Death or Total Permanent Disability (TPD). A 100% pay-out for Death and Total Permanent Disability (TPD) whereas 200% pay-out for Accidental Death.



AXA eCombo is available exclusively online at [www.axaecombo.com](http://www.axaecombo.com). Malaysians aged from 15 days old to 49 years old are eligible with insurance coverage that extends to the age of 80 years. Customers can customise the coverage and benefits and get a quote immediately based on factors such as their needs and budget. In just a few easy steps that take about 10 minutes to complete, approval is instant\* and coverage immediate.

Premiums start as low as RM71/month to allow those who are just starting out or have a young family to still have a comprehensive coverage instead of compromising on what type of protection plan they can afford. Customers will also have the option to increase or reduce coverage for each plan within the AXA eCombo package according to the preferred coverage amount. The combo package is flexible whereby customers can select one, two or all three insurance plans.

“We understand that customers today require more than one-size-fit-all solution. Needs and budgets will vary from customer to customer and this is the beauty of insuretech. At AXA AFFIN, our product innovation is based on 4 pillars i.e. instant, effortless, customised, affordable....and it is what AXA eCombo is all about!” said Emmanuel.

AXA eCombo is already available online. An official AXA Online Assistant, Michelle is also available to provide assistance via WhatsApp.

In conjunction with the launch of AXA eCombo, AXA AFFIN Life Insurance will be organizing a two-month wellness virtual series from Dec 2020 – Jan 2021. AXA AFFIN is joining hands with our homegrown celebrities, influencers and performers, in a fun series to touch on topics relating to health, fitness, nutrition, beauty and also entertainment.

On top of the star-studded line up, customers who purchase the full 3-in-1 AXA eCombo package before 31 December 2020 will receive GrabFood vouchers worth RM50!

More details at [www.axaecombo.com](http://www.axaecombo.com).

\*Subject to Terms & Conditions

\*\*The cashless admission, exceptions may apply if the individual has pre-existing conditions.

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#### ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 108 million clients in 57 countries. In 2019, IFRS revenues amounted to Euro 103.5 billion and underlying earnings to Euro 6.5 billion. AXA had Euro 969 billion in assets under management as of December 31, 2019.

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 AFFIN LIFE INSURANCE BERHAD

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad is a joint venture company between AFFIN Bank 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 Bank's 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 ethics.

#### FOR MORE INFORMATION:

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