



Press release

Kuala Lumpur, 17 November 2020

AXA CONTINUES TO PROTECT SOCIETY IN THE NEW NORMAL

The COVID-19 pandemic has shown the critical role of insurers in protecting and supporting the societies. Recognising how the unprecedented outbreak has posed a crippling effect to the less privileged group within the community, AXA Affin General Insurance Berhad (AXA) is committed to uphold its role as a trusted partner that cares, acts and protects customers in difficult times .

Under the new norm, AXA has re-designed its Corporate Responsibility (CR) strategy by exploring new ways to strengthen social solidarity and contribute towards a sustainable society. Over the past months, AXA has launched multiple meaningful initiatives in support of 3 key pillars–Social Inclusion, Health and Environment, including raising funds and contributing a total of RM20,000 to 7 welfare homes during the recent 10th CR Week. Among other activities held during the week were blood donation, health talk, sign language class, healthy cooking class and homemade cleaning product workshop.

A notable highlight is the return of AXA Hearts in Action Run 2020 for the 6th consecutive year. To adapt to the new normal, the run has been launched in virtual format to encourage Malaysians to run for better health and advocate on key social causes close to their heart. This year’s theme “Run to Protect What Matters” supports AXA’s commitment to foster progress in difficult times and act as a force for collective good.

Emmanuel Nivet, Chief Executive Officer of AXA, said, “8 months into the COVID-19 outbreak, we have seen the growing importance of social responsibility in the new normal. As a purpose driven brand, our goal has always been to drive corporate responsibility as a year-long agenda and continuously bring sustainable value to the society. While many physical events have been cancelled or put to a halt due to the pandemic, we are determined to continue our purposeful initiatives including our run to support those in need.”



With overwhelming support from runners this year, AXA has achieved a full participation of 1,200 runners and successfully contributed RM50,000 to 5 non-governmental organisations (NGOs). Participating runners have been empowered to choose their T-shirt colour based on their preferred cause and NGO:

- Purple (National Cancer Society Malaysia) : to create awareness on early cancer detection
- Pink (Yayasan Jantung Malaysia) : to keep a healthy heart
- Orange (National Kidney Foundation of Malaysia) : to create awareness on kidney health
- Blue (World Vision Malaysia) : to empower our next generation
- Green (WWF-Malaysia) : to care for our environment

Under the virtual run format, runners can choose to complete 6km or 12km in one go or in multiple runs, anytime and anywhere they wish from 24th October 2020 - 8th November 2020. Upon completing their registered distance and submitting their run results, runners will receive their run entitlement which consist of a running t-shirt, finished medal and sponsored goodies 3 - 4 weeks after 12th November 2020.

More updates available on AXA Affin Insurance Malaysia Facebook page.

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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

AXA Affin General Insurance Berhad was incorporated in Malaysia on July 12th, 1975 as a licensed general insurance company. It is a joint venture between AXA Asia and Affin Bank Berhad, one of the leaders in Malaysia's financial services industry. Prior to that, companies that now form part of the AXA Group, operated in Malaysia for a period stretching back to 1874.

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axa.com/en/about-us/strategy-commitments

SRI ratings:

axa.com/en/investor/sri-ratings-ethical-indexes

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