

AXA

PRESS RELEASE

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AXA Hong Kong receives two awards in recognition of its commitment in customer centricity

AXA Hong Kong is delighted to announce that it has received the Celent's Model Insurer Asia Awards 2017 in the "Data & Analytics" category and the Economic Digest's The Outstanding Brand Awards 2017 in the category of "Life Insurance Company". The awards highlight AXA Hong Kong's commitment to customer centricity, continuous technological innovation and utilisation of big data analytics to better match customer needs with relevant products and services. The attainment of these awards is a strong testimony of the strength of the AXA brand and its desire to become a partner to its customers across different life stages.

Commenting on the achievements, **Ms. Andrea Wong, Chief Marketing & Strategy Officer, AXA Hong Kong**, said, "AXA Hong Kong is honoured to receive the two awards which recognised our continuous efforts in technological innovation and brand development. We strive to be the trusted partner for our customers by providing relevant products and services to enhance their overall customer experience. The 'Data & Analytics' award is a testament to our successful customer retention strategy through the implementation of our big data analytics solution. Furthermore, the Economic Digest's The Outstanding Brand Awards recognises our effort over the years in building trustful relationships with our customers and in successfully building a prominent brand in the market."

The annual Model Insurer Asia Awards, presented by global research and consulting firm Celent, honour the year's top technology initiatives by insurance firms in various areas that are critical to business success. Winners undergo a series of rigorous evaluations during the assessment process, and have to demonstrate their success in three critical areas: business benefits; degree of innovation; and technology or implementation excellence.

The Outstanding Brand Awards presented by the Economic Digest recognise companies with remarkable brand reputation in Hong Kong. Entries for the awards were selected by a professional judging panel comprising notable representatives from their respective expert fields and votes by members of the public; thus the award is a strong reflection of the favourable brand experience endorsed by the industry and general public.

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Photo caption:



AXA Hong Kong wins the Celent's Model Insurer Asia Awards 2017 in the "Data & Analytics" category.



Ms. Andrea Wong, Chief Marketing & Strategy Officer, AXA Hong Kong, (right) received the Economic Digest's The Outstanding Brand Awards – Life Insurance Company on behalf of AXA Hong Kong .

About AXA Hong Kong

AXA Hong Kong, a member of the AXA Group, prides itself of serving over 1 million customers¹ in Hong Kong and Macau. Besides being one of the largest health protection providers in Hong Kong, it is also the number 1 General Insurance provider² and a market leader in motor insurance.

AXA Hong Kong is committed to the on-going developing and enhancing of our life & savings, health, property & casualty, wealth management and retirement solutions in order to satisfy the different needs of our individual and corporate customers.

We believe it is our inherent responsibility to support the communities we operate in, hence creating a sustainable business via constant and considerable contribution in the dimensions of health, environment and the community.

¹ Including customers of AXA China Region Insurance Company Limited, AXA China Region Insurance Company (Bermuda) Limited (incorporated in Bermuda with limited liability), and AXA General Insurance Hong Kong Limited

² Based on 2015 Office of the Commissioner of Insurance market share statistics represented by overall gross premiums

About AXA Asia

AXA Asia is a market leading insurance player offering a differentiated composite proposition in Life and General Insurance with operational presence in Hong Kong, Singapore, Indonesia, China, India, Malaysia, the Philippines, and Thailand. AXA Asia is part of the AXA Group, headquartered in Paris and a worldwide leader in insurance and asset management with a presence in 64 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

About The AXA Group

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 107 million clients in 64 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.

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