

AXA

PRESS RELEASE

HONG KONG, 21 JANUARY 2016

AXA Hong Kong launches brand new “Wealth Advance Savings Plan”

AXA Hong Kong today announced the launch of its brand new “**Wealth Advance Savings Plan**”. Combining the dual features of wealth accumulation and life protection, the plan enables customers to plan ahead for their ideal future with the the potential returns from reversionary bonus and terminal bonus, while offering comprehensive life protection for their family.

Ms. Bonnie Lui, Chief Life Product Officer, AXA Hong Kong, said, “Ageing population is becoming a phenomenon in Hong Kong, we also see rising longevity among the locals. This leads to an imminent concern for capital growth and retirement planning. Our newly-launched ‘Wealth Advance Savings Plan’ is designed to address these needs and help our customers realise their dreams. It offers customers with medium- to long-term saving growth potential, together with comprehensive protection.”

The features of the “Wealth Advance Savings Plan” include:

- Potential returns with reversionary bonus and terminal bonus to meet medium- to long-term saving goals;
- Life protection for the policy holders to provide financial security for their family;
- Short premium payment terms of 5 or 10 years;
- Fixed premiums during the payment terms for ease of financial planning;
- Wide range of optional supplementary benefits available, including critical illness, medical, accident, and disability protection.

Furthermore, customers who purchase “Wealth Advance Savings Plan” can enjoy free accident protection in their first policy year, providing them with the necessary financial support in the event of accidents.

Complimenting the launch of the “Wealth Advance Savings Plan”, AXA Hong Kong has rolled out a new marketing promotion via short videos, and advertisement across outdoor, print, digital and social media. For more details on the product, please visit our website: <https://www.axa.com.hk/wealth-advance-savings-plan>

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Photo caption:

AXA Hong Kong's newly-launched 'Wealth Advance Savings Plan' offers customers with medium- to long-term saving growth potential, together with a comprehensive protection.



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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 continuously develop and enhance our life and savings, health, property and 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 Trustees Limited and AXA China Region Insurance Company (Bermuda) Limited (incorporated in Bermuda with limited liability)

² Based on 2014 Office of the Commissioner of Insurance market share statistics

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 59 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 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92.0 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of 31 December, 2014.

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 IS AVAILABLE ON AXA'S WEBSITE WWW.AXA.COM.HK

IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

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