

Press release

Hong Kong, February 12, 2019

AXA unveils its new global brand promise: "Know You Can"

AXA Hong Kong and Macau unveils its new tagline, **"Know You Can"**, which is being rolled out across all its markets. This new positioning symbolises AXA's promise to its customers, that is to be the encouraging partner who helps them feel more confident to achieve their goals and to go further. This new brand promise plays an integral role in the deployment of AXA's strategic ambition to transition from payer to partner to its customers.

The new tagline is being deployed with a global campaign featuring one of history's greatest tennis champions, Serena Williams. Embodying success and self-belief, this campaign symbolises AXA's values and ambition. The advertisements with Serena Williams are at the heart of a comprehensive communications campaign. This campaign also features Liverpool Football Club players¹, enlightening stories from AXA's strategic business segments - health and corporate insurance, and also local market proof points illustrating AXA's commitment to its customers.

"Know You Can perfectly symbolises the ambition we have of transforming AXA to a partner capable of helping our customers believe a better life is within their reach. In Hong Kong and Macau, this is translated into three strategic directions which govern what we deliver: offering innovative insurance solutions, humanising customer experience and strengthening our agency network. By doing so, we are confident that we will always be by our customers' side, fuelling their belief that we can enable them to go further every day," said **Etienne Bouas-Laurent, Chief Executive Officer of AXA Hong Kong and Macau.**

"This new tagline, together with the campaign featuring a sports legend is a major milestone in AXA's branding strategy. It embodies the promise we make to our customers of being their partner and I believe this new brand campaign will truly differentiate us in the industry. We are proud that AXA Hong Kong and Macau was selected to be the first in Asia and second in the world to roll out this brand campaign, and we look forward to sharing more local stories soon that further demonstrates how AXA is committed to being a partner to our customers," said **Andrea Wong, Chief Marketing and Customer Officer of AXA Hong Kong and Macau.**

The new brand promise campaign is launched today in Hong Kong and Macau with an array of advertisements on TV, at the Hong Kong and Macau airport, on social media and on outdoor billboards at strategic locations, sharing the new brand promise with every customer. To see more details about the new brand promise campaign, please visit <https://www.axa.com.hk/en/know-you-can>.

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¹ AXA is the Global Insurance Partner of Liverpool Football Club.

ABOUT AXA HONG KONG AND MACAU

AXA Hong Kong and Macau, a member of the AXA Group, prides itself of serving over 1 million customers^[1] in the region. Besides being the #1 global Property & Casualty commercial lines insurer by GWP^[2], we are also the #1 insurance brand worldwide for tenth consecutive years^[3]. In Hong Kong and Macau, we are also one of the largest health protection providers.

‘Empowering people to live a better life’ is the goal of AXA Hong Kong and Macau, which is reflected in everything we do. We are one of the most diversified insurers providing full range coverage for individual and commercial customers. We offer all-round, integrated solutions across Life, Health and Property & Casualty to address all their insurance needs.

As an innovative insurer, we leverage on Big Data and AI to transform end-to-end customer experience, making insurance simpler and more personal. We continue to drive innovation notably in health and protection, supporting customers in prevention, treatment and recovery.

We also believe it is our inherent responsibility to support the communities we operate in. AXA Foundation is our flagship corporate social responsibility programme covering all of our efforts in promoting health, education and community support to create positive and lasting impact to Hong Kong.

^[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] AXA Corporate Solutions, AXA Matrix Risk Consultants, AXA Insurance Company, and AXA Art with AXA XL’s insurance and reinsurance operations combined 2016 GWP in one billion Euro

^[3] Interbrand Best Global Brand 2018 (By brand value)

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