

# Press release

Hong Kong, 2 August 2018

## **AXA Hong Kong Launches New Design & Experience Centre Offering customer-centric insurance solutions with innovative design thoughts**

In response to customer needs across insurance products, AXA Hong Kong has announced that it will invest approximately HK\$200M in FinTech development this year, tripling its 2017 commitment. The new AXA Design & Experience Centre ('the Centre') in One Island East in Quarry Bay, developed in collaboration with global professional services company Accenture (NYSE: ACN), will be a market-leading initiative of this kind. The opening of the Centre was officiated by **AXA Group CEO Thomas Buberl**, **AXA Asia CEO Gordon Watson** and **AXA Hong Kong CEO Etienne Bouas-Laurent**, together with members of the AXA Hong Kong Executive Committee.

"AXA Hong Kong is rapidly transforming to become a tech-led company. An important milestone of this strategy is the launch of the AXA Design & Experience Centre, which can quickly turn new ideas into prototypes for evaluation. This significantly reduces the time to market for our products and services, and greatly fosters innovative insurance solutions, as well as humanising the customer experience."

**Etienne Bouas-Laurent, CEO of AXA Hong Kong**

FinTech is certainly the trend for development in the industry. AXA Hong Kong is progressively utilising big data, artificial intelligence (AI) and digital technologies to provide simpler and more personalised services to its customers. The opening the AXA Design & Experience Centre helps enhance the total customer experience, and reinforces AXA's business advantage in the market. In the future, AXA Hong Kong will integrate brand-new design elements and customer-centric innovations into its products and services.

"The collaboration with AXA Hong Kong will be a powerful tool in co-creation and digital innovation enablement. The Accenture teams are laser-focussed on putting customers at the heart of everything we do, so our aim is to accelerate the development of truly fun, enjoyable and loveable digital products and services across AXA Hong Kong's businesses." **John Mefford, Director of Accenture Interactive Studio**

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**Photo Captions:**

The opening event was officiated by **Thomas Buberl, AXA Group CEO** (Third Right), **Regional CEO Gordon Watson** (First Right), and **Etienne Bouas-Laurent, AXA Hong Kong CEO** (Centre), along with members of AXA Hong Kong Executive Committee. (Picture 1)

**Thomas Buberl, AXA Group CEO** (First Left), **Regional CEO Gordon Watson** (Second Right), and **Etienne Bouas-Laurent, AXA Hong Kong CEO** (Second Left), listen to the introduction of the AXA Design and Experience Centre. (Picture 2)

**Thomas Buberl, AXA Group CEO** (First Left), experiences the innovative services of the AXA Design and Experience Centre. (Picture 3)



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**ABOUT AXA HONG KONG**

AXA Hong Kong, a member of the AXA Group, prides itself of serving over 1 million customers<sup>1</sup> in Hong Kong and Macau. Besides being one of the largest health protection providers in Hong Kong, it is also the #1 General Insurance provider<sup>2</sup> and the #1 insurance brand worldwide for the ninth consecutive year<sup>3</sup>.

AXA Hong Kong has a clear goal of ‘empowering people to live a better life’. This is reflected in everything we do. AXA Hong Kong is 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.

AXA Hong Kong leverages on Big Data and AI to transform end-to-end customer experience, making insurance simpler and more personal. As an innovative insurer, 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 where we operate. The AXA Foundation is our flagship corporate social responsibility programme covering all of our efforts in promoting health, education and community support to create a positive and lasting impact to Hong Kong.

<sup>1</sup> 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

<sup>2</sup> Based on 2016 Insurance Authority market share statistics represented by overall gross premiums

<sup>3</sup> Interbrand Best Global Brand 2017 (By brand value)

**THIS PRESS RELEASE IS AVAILABLE ON AXA’S WEBSITE: [AXA.COM.HK](http://AXA.COM.HK)**

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