

# Press release

Hong Kong, Oct. 3, 2017

## AXA is the No.1 insurance brand worldwide for the 9<sup>th</sup> consecutive year

- AXA is the No.1 insurance brand worldwide for the 9<sup>th</sup> consecutive year with a brand value of over USD11 billion
- AXA continues to be in the top 3 global financial services brands and again in the top 50 in Interbrand's Best Global Brands ranking

The Best Global Brands ranking confirmed the AXA brand's strong ongoing reputation and value on 25 September: No.1 insurance brand for the 9<sup>th</sup> consecutive year, and the 3<sup>rd</sup> best brand across all financial services, with a brand value over USD 11 billion (equivalent to HK\$85.8 billion).

According to Interbrand, "AXA's commitment to brand is seen as its number one strong point. The organisation has taken the time to define a purpose, vision and values. There is an authentic drive to transform and this will become the foundation for further growth. The ambition to differentiate on experience through a redefined relationship with customers is also viewed as compelling with the potential to change the role of brand if delivered on consistently over time."

In the past year, AXA has made important shifts in its brand expression such as an identity refresh and advertising platform that demonstrates a simpler, human, and modern brand. The Interbrand ranking achievement is the result of its ongoing commitment to focus on the customers' genuine needs.

"We are delighted and very proud to be the No.1 insurance brand in the world for the 9<sup>th</sup> consecutive year. A trusted brand is built on the long term commitment to customers and the meaningful relationships developed with them. This recognition is a strong testament of the collective effort of our colleagues and distributors in making AXA become true partner to our customers. Leveraging our brand strength, we are committed to enhancing the customer experience with unparalleled solutions and services and empowering our customers to live a better life." **Andrea Wong**, Chief Marketing and Strategy Officer, AXA Hong Kong.

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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 number 1 General Insurance provider<sup>2</sup> and a market leader in motor insurance.

AXA Hong Kong is committed to the on-going development and enhancement 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 165,000 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 (ISIN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depositary 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: [AXA.COM.HK](http://AXA.COM.HK)**

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**IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS**

Certain statements contained herein may be forward-looking statements including, but not limited to, statements that are predictions of or indicate future events, trends, plans or objectives. Undue reliance should not be placed on such statements because, by their nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause actual results and AXA's plans and objectives to differ materially from those expressed or implied in the forward looking statements. Please refer to Part 4 - "Risk factors and risk management" of AXA's Document de Référence (Annual Report) for the year ended December 31, 2016, for a description of certain important factors, risks and uncertainties that may affect AXA's business, and/or results of operations. AXA undertakes no obligation to publicly update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.