

AXA

PRESS RELEASE

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AXA is the No.1 global insurance brand

- > AXA is the No.1 insurance brand worldwide for the 8th consecutive year, with a brand value growth this year of 14%
- > AXA joins the top 3¹ global financial services brands and confirms its ranking in the top 50 global brands. With a 2-position progression, AXA becomes 46th in Interbrand's Best Global Brands ranking²

The Best Global Brands ranking confirmed the AXA brand's strong ongoing reputation and value on 5 October: 46th best global brand, up 2 spots in a year, No.1 insurance brand and the 3rd best brand across all financial services, with a brand value that has gone up by 14% this year. The brand is valued at USD 10.579 billion (equivalent to HK\$82.5 billion) which represents a 49% increase since 2013.

According to Interbrand, "Each year we are impressed by AXA's transformation. This is a brand that is growing by having the confidence to disrupt its own status quo. They have the ambition to change their category and the capacity to attract and retain the talent to make it happen. They are an inspiring brand that has humility and conviction. When they set out a promise you can be sure it will be delivered on."

"A trusted brand is built on long-term commitment to customers and substantial perseverance in achieving service and product excellence. Only by understanding our customers' needs and always standing by their side can we become their most trusted partner. We are very proud to be the No.1 insurance brand for the 8th consecutive year. Leveraging on the brand strength, we will continue to step up our efforts in empowering people to live a better life," said Mr. Stuart Harrison, Chief Executive Officer of AXA Hong Kong.

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¹ <http://interbrand.com/best-brands/best-global-brands/2016/ranking/#?listFormat=ls&sortBy=rank&sortAscending=asc&filter=Financial%20Services>

² <http://interbrand.com/best-brands/best-global-brands/2016/ranking/>

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 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

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 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion assets under management as of December 31, 2015.

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 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.

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