

# Press release

Hong Kong, 30 October 2019

## AXA Hong Kong and Macau hosts its first ‘Hack for Health’ challenge to explore innovations for health protection

AXA Hong Kong and Macau successfully completed its first Health Data Hackathon, “Hack For Health” (“the Hackathon”), on 18-20 October 2019 at the Microsoft office in Cyberport. The Hackathon attracted close to 100 participants in 19 teams from more than 10 nationalities who tackled two major pre-defined health challenges. In addition to winning amazing prizes, the winning solutions may have a chance to be implemented in AXA’s solutions and services.

InsurTech is playing an important role in the development of the insurance industry. In recent years, AXA Hong Kong and Macau has invested heavily in InsurTech to build the technological backbone for more personalised and intuitive products and services. AXA Hack for Health was a first-of-its-kind hackathon event that challenged participants to use data and artificial intelligence (AI) to tackle health related problems. It is expected that the Hackathon will inject new and innovative ideas into AXA’s health business and inspire the health business team to drive more product innovations and to humanise the customer experience.

“At AXA, we strive to be our customers’ health partner along their life journey. The Hack for Health challenge provides the nurturing ground for exciting new ideas around illness prevention and health protection which helps us further fulfill our commitment to customers. We are greatly impressed with the participants energy and product quality demonstrated at the Hackathon. Going forward, we will continue to foster partnerships and build the ecosystem for delivering more superior protection for our customers,” said **Sally Wan, Chief Executive Officer, AXA Hong Kong and Macau.**

During the 42 -hour Hackathon challenge, AI, data, and tech enthusiasts as well as medical talent came together to develop innovative solutions for illness detection and lifestyle management. The participating teams had to come up with a solution focusing on how best to detect customers at risk and propose early interventions, or how to proactively engage customers and offer health support as their lifelong partner. After an ideation process, the teams presented concepts and demos of their design prototypes to a panel of professional judges.

Axathioprine , a team of medical doctors, students and AI experts, emerged as the winner of the Hackathon. They developed an AI solution with a community element and with a wide range of potential applications.

Team Blackwater won the Most Innovative Award. This team of students developed an innovative service that can detect some medical condition earlier.

The Champion was awarded a HK\$50,000 cash prize plus an Anafi Drone for each team member.

The award winners are as follows:

Champion	Axathioprine
Second place	Error 404
Third place	AXActly
Most Innovative Award	Blackwater
Best Teamwork Award	Axathioprine

-End-

Photos:



Sally Wan, Chief Executive Officer of AXA Hong Kong and Macau (right), presented the prize to Axathioprine, the Champion, which also won the Best Teamwork Award.



Dr Rosa Chan, Associate Professor in the Department of Electrical Engineering at City University of Hong Kong (right), presented the prize to Blackwater, the winner of the Most Innovative Award.



AXA Hack for Health winning teams and the guests.

---

**ABOUT AXA HONG KONG**

AXA Hong Kong and Macau, a member of the AXA Group, prides itself on serving over 1.3 million customers<sup>1</sup> in the region. In addition to being the #1 global Property & Casualty commercial lines insurer<sup>2</sup>, we are also one of the largest health protection providers in Hong Kong and Macau.

‘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 a full range of 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 the customer experience end-to-end, 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 in which we operate. 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 in Hong Kong and Macau.

<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> AXA Corporate Solutions, AXA Matrix Risk Consultants, AXA Insurance Company, and AXA Art with AXA XL’s insurance and reinsurance operations combined

**FOR MORE INFORMATION:****AXA Hong Kong:**

Alice Li:	+852.3702.2566
Jaffa Lo:	+852.3702.2571
Carrie Poon:	+852.3702.2567

**SPRG:**

Veronica Li:	+852.2114.4945
--------------	----------------

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

---

**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.