

# Press release

Hong Kong, September 3 2018

## **AXA Hong Kong Appoints Howard Pou as New Chief Agency Officer** **40-year Insurance Industry Veteran Peter Lai to Retire**

AXA Hong Kong announced today that, after a long working career in AXA Hong Kong, most recently as Chief Agency Officer, Peter Lai will retire on 31 December 2018. Howard Pou is appointed as the new Chief Agency Officer and will come on board on 18 September 2018. He will work closely with Peter Lai through the end of the year to ensure a smooth transition.

**Etienne Bouas-Laurent, CEO of AXA Hong Kong,** said of Peter's retirement, "Peter is a well-respected leader and a trusted member of the AXA Hong Kong executive committee. I would like to thank him for his significant contributions in developing and leading a strong agency force to achieve remarkable results and milestones in past years. He will be missed."

Howard Pou will officially succeed Peter as Chief Agency Officer on 1 January 2019. Howard has held a number of senior positions in various major insurance companies in Hong Kong and China. Prior to joining AXA, he was Senior Vice President of the Agency Management Office of an international insurance company in China.

**Etienne** said of the new hire, "Howard comes with extensive agency management experience, including recruitment, training, sales promotion, agency support and compensation design in leading insurance companies spanning Hong Kong, Macau and Mainland China. I am confident that Howard will be an excellent leader for our agency business, further strengthening our proprietary distribution channel and setting new milestones for the company."

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**ABOUT AXA HONG KONG**

AXA Hong Kong, a member of the AXA Group, prides itself on 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 the 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 in which 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 for 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)

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