

# Press release

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## **AXA Announces Sammi Cheng as Brand Ambassador**

Empowering fearlessness through proactive planning and comprehensive protection

**AXA Hong Kong and Macau** ("AXA") is delighted to announce the return of award-winning actress and singer Sammi Cheng as its Brand Ambassador. This renewed collaboration underscores AXA's ongoing commitment to inspire individuals to embrace fearlessness by taking charge of their future through proactive planning and protecting what truly matters – with AXA as their trusted partner every step of the way.

This collaboration has just debuted with a new brand film premiering today, highlighting Sammi's inspirational life journey and how her values resonate with AXA's commitment to empowering people with confidence through a comprehensive suite of insurance solutions.

Renowned for her resilience, authenticity, and positive influence on the community, Sammi truly reflects the values at the heart of AXA's brand. Her dedication to personal growth, a healthy lifestyle, perseverance and self-acceptance reflects the essence of embracing life's challenges with grace and strength. Her genuine connection with the public makes her an ideal ambassador to represent AXA's mission of empowering people live better, more confident lives.

**Angela Wong, Chief Marketing and Customer Officer at AXA Hong Kong and Macau**, said, "We are thrilled to welcome Sammi Cheng once again as our Brand Ambassador. Her sincerity and strength make her a powerful voice for our brand. Sammi's journey of embracing life's challenges with optimism and grace reflects AXA's Know You Can spirit and our brand promise – to be a trusted partner in helping people live more confidently and fully across various life stages, fearlessly facing uncertainty in the future. At AXA, we believe proactive planning is the key to living life fearlessly. Our comprehensive suite of insurance solutions empowers individuals to protect their health, wealth, and everyday moments, allowing them to focus on what truly matters. With Sammi's powerful influence, we aim to inspire more people to take control of their future, face uncertainty with confidence, and thrive at every stage of life."

The new brand film has debuted across multiple omnichannel platforms. Inspired by Sammi's personal journey, the film highlights how AXA provides comprehensive protection through a wide range of solutions – ranging from health and critical illness coverage to employee benefits, savings, retirement planning, and general insurance. Set against the backdrop of today's uncertain world, the film emphasises the importance of safeguarding what truly matters: our families, health, aspirations, and the everyday moments that bring us joy. Through Sammi's personal narrative, the video captures her perseverance, positivity, and forward planning as a form of empowerment – qualities that mirror AXA's mission to help individuals navigate life's challenges with confidence and clarity.

**Sammi Cheng** shared, "I've always believed that life is about embracing change and staying true to yourself. With the right mindset and proactive planning, we can tackle anything with confidence. I am delighted to partner with AXA again, allowing me to share my journey and encourage others to be resilient, self-believing, and to protect what truly matters. 'Know You Can' is more than just a slogan – it's a belief I live by every day, and I hope it inspires others to believe in themselves too."



To learn more and watch the video, visit: <https://youtu.be/lBv9PDtMcq0>

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**About AXA Hong Kong and Macau**

AXA Hong Kong and Macau is a member of the AXA Group, a leading global insurer with presence in 50 markets and serving 95 million customers worldwide. Our purpose is to act for human progress by protecting what matters.

As one of the most diversified insurers in Hong Kong, we offer integrated solutions across Life, Health and General Insurance. We are the largest General Insurance provider and a major Health and Employee Benefits provider. Our aim is to not only be the insurer to provide comprehensive protection to our customers, but also a holistic partner to the individuals, businesses and community we serve. At the core of our service commitment is continuous product & service innovation and customer experience enrichment, which is achieved through actively listening to our customers' needs and leveraging and investing in technology and digital transformation.

We embrace our responsibility to be a driving force against climate change and a force for good to create shared value for our community. We are proud to be the first to address the importance of mental health through different products and services and thought leading iconic research. Our overall Sustainability Strategy, with emphasis on climate strategy and biodiversity commitment, is developed based on TCFD recommendations. We are committed to integrating environmental, social and governance factors across our business and strive to contribute to a sustainable future through 3 distinct roles - as an investor, an insurer and an exemplary company.

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