

AXA signs the European Road Safety Charter

The AXA Group signed the European Road Safety Charter today in Brussels. The Charter is part of the European action program for road safety and aims to encourage businesses and communities to actively participate in reducing road accidents in Europe.

In 2009, more than 35,000 people lost their lives on roads in the European Union. For every death recorded, an estimated four people suffer life-long injuries from road accidents, ten are seriously injured and 40 are slightly injured. This adds up to a total economic cost to the society of about €130 billion each year.

Launched in 2004 by the European Commission, the European Road Safety Charter is a participative platform to which businesses, NGOs, research organizations and public institutions all actively contribute.

By signing the Charter, each player makes a public commitment to take concrete action and share best practices to increase road safety (user behaviour, vehicle and infrastructure safety, business travel and accident research).

“95 percent of European drivers consider that road safety initiatives are important. Many also think that insurance companies have a role to play in this respect. By signing the Charter, the AXA Group intends to use its expertise as an insurer to improve road safety across Europe,”* said François Bucchini, CEO of AXA Global P&C.

Alice Steenland, head of Corporate Responsibility at AXA, who attended the Charter signing in Brussels, said, *“this move is in line with the Group’s commitment toward risk prevention: each AXA subsidiary in Europe is conducting at least one major initiative to promote road safety, ranging from campaigns to build awareness or the inclusion of “prevention” features in products and services.”*

* Data taken from the AXA Road Behaviour Survey, a study conducted every two years in ten European countries.

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Examples of road safety initiatives implemented by the AXA Group in Europe:

“Garantie Joker” (AXA France). Drivers under 25 who decide they are not fit to drive home can make a simple phone call, and AXA Assistance will provide a taxi free of charge, up to five times a year.

As a company that has been committed to preventing road risks for more than 25 years, through the organization AXA Prévention, AXA France conducts risk reduction initiatives that target drivers, motorcyclists (with Club 14), bicyclists and pedestrians, as well as its customers and employees. Meanwhile, AXA Prévention works with its partners and with government authorities in the debates by the Interministerial Committee for Road Safety, chaired by France’s Prime Minister.

To learn more:

www.axaprevention.fr

G-Box (AXA Belgium). Launched at the end of 2008, the G-Box is an onboard technology designed to evaluate and improve the driving behaviour of young drivers aged 18 to 22. A discount of up to 20 percent off car insurance premiums is awarded to drivers with good results after the first six months of use.

To learn more:

www.axa.be/fr/bi_bel_pers_20_05_09.html

AXA Foundation for Prevention (AXA Winterthur, Switzerland). Launched in 1973, the Foundation conducts numerous road safety campaigns, notably the promotion of driving assistance systems and the publication of a children’s book on road dangers. AXA Winterthur is the only insurer in Switzerland that conducts its own accident prevention and analysis research.

To learn more:

www.axa-winterthur.ch/Fr/a-propos-axa/engagement/prevention/fondation-prvention/Pages/fondation-prevention.aspx

"Besser fueren mat AXA" (AXA Luxembourg). In line with its prevention ethos, AXA Luxembourg has developed an interactive program called "Drive better with AXA". Its objective is to enable Internet users to test their driving skills while learning more about eco-driving. This freeware is available in its full version on www.axa.lu. The iPhone application can be downloaded free on the App Store.

To learn more:

http://www.axa.lu/fr/prevention/securite_routiere/besser_fueren_mat_AXA.asp

The Charter was also signed by: AXA Germany, AXA Belgium, AXA France, AXA Greece, AXA Ireland, AXA Luxembourg and AXA Winterthur in Switzerland.

About AXA

AXA Group is a worldwide leader in insurance and asset management, with 216,000 employees serving 96 million clients in 57 countries. For 1H10, IFRS revenues amounted to Euro 49.9 billion and IFRS underlying earnings to Euro 2.1 billion.

AXA had Euro 1,089 billion in assets under management as of June 30, 2010.

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 Depository Shares are also quoted on the OTC QX platform under the ticker symbol AXAHY.

The Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD.

This press release is available on the AXA Group website

www.axa.com

AXA Investor Relations:

Mattieu Rouot:	+33.1.40.75.46.85
Gilbert Chahine:	+33.1.40.75.56.07
Sylvie Gleises:	+33.1.40.75.49.05
Thomas Hude:	+33.1.40.75.97.24
Solange Brossollet:	+33.1.40.75.73.60
Florian Bezault:	+33.1.40.75.96.99

AXA Media Relations:

Emmanuel Touzeau:	+33.1.40.75.46.74
Armelle Vercken:	+33.1.40.75.46.42
Sara Gori:	+33.1.40.75.48.17
Guillaume Borie:	+33.1.40.75.49.98
Hélène Caillet:	+33.1.40.75.55.51
Brice Le Roux:	+33.1.40.75.57.26