

AXA

PRESS RELEASE

PARIS, 19 DECEMBER 2013

Stéphane Guinet, Chief Executive Officer of AXA Global Direct, is appointed to the AXA Group's Executive Committee

The AXA Group announced today the appointment of **Stéphane Guinet, Chief Executive Officer of AXA Global Direct**, to the Group's Executive Committee as of January 1st, 2014.

AXA Global Direct brings together AXA's direct insurance business worldwide¹. Under the leadership of Stéphane Guinet since its creation in 2009, AXA Global Direct has conquered and developed a leading position in direct markets in 8 countries across the world: France, Belgium, South Korea, Spain, Italy, Poland, Portugal, Japan and soon, China². AXA Global Direct is today the first direct insurance platform amongst the main international insurers, and insures more than 5 million customers worldwide with €2.2 billion revenues³ in 2012.

Commenting this appointment, Henri de Castries, Chairman and CEO of AXA, declared: *"Thanks to his entrepreneurial skills and his ability to gather and unite his teams around him, Stéphane was instrumental in AXA Global Direct's success story. The whole Executive Committee is looking forward to benefiting from his dynamism and experience, particularly valuable with regards to the roll-out of AXA's digital strategy, to serve our clients"*.

The missions and the composition of the Executive Committee are detailed here:

<http://www.axa.com/en/governance/structure/management/>

Biography

Stéphane Guinet is Chief Executive Officer of AXA Global Direct (AGD) since 2009, when the AXA Group created this platform to bring together the existing Direct businesses across the world in order to build a global business line. He was previously Chief Operating Officer of the Mediterranean and Latin America region of AXA since 2006. Before joining AXA, Stéphane was an entrepreneur who co-founded and led 2 ventures: Assurland.com and Prima Solutions. Stéphane Guinet is a graduate of the Ecole Polytechnique (1988).

¹ With the exception of the United Kingdom.

² Following the acquisition of 50% of Tian Ping. Transaction pending, subject to customary closing conditions.

³ Revenues including the direct business in the United Kingdom.

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 102 million clients in 57 countries. In 2012, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 4.3 billion. AXA had Euro 1,116 billion in assets under management as of December 31, 2012.

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 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.

THIS PRESS RELEASE IS AVAILABLE ON THE AXA GROUP WEBSITE

www.axa.com

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Certain statements contained herein are 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. Please refer to the section "Cautionary statements" in page 2 of AXA's Document de R ef erence for the year ended December 31, 2012, for a description of certain important factors, risks and uncertainties that may affect AXA's business. 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.