

AXA

PRESS RELEASE

PARIS, SEPTEMBER 7, 2015

AXA announces the launch of AXA Partners, to develop and accelerate its global partnership business

The AXA Group announced today the launch of AXA Partners, a dedicated unit to develop partnership business globally. AXA Partners will be involved in co-creation of offers and distribution agreements whereby AXA will be insuring or delivering a service to private individuals and SMEs, through a partner.

As part of its mission, AXA Partners will:

- design, implement and manage partnerships with selected global partners,
- support AXA entities to develop successful local partnerships.

The main partnerships will be managed along the following sectors:

- automotive,
- banks and credit cards,
- retailers, utilities and telecoms,
- digital players,
- public sector and Non-Government Organizations.

“We are convinced that many companies and organizations - from car manufacturers to the leaders of the fast-growing sharing economy - could enrich their offering with insurance products and services, to enhance the experience and the protection of their clients. AXA Partners aims at becoming the partner of choice for these companies, by building a specific expertise and providing dedicated resources to develop innovative and tailored insurance solutions, be the easiest to do business with, and deliver a great service to the end-customer”, said **Nicolas Moreau, Chairman & CEO of AXA France and member of the Management Committee of the AXA Group.**

“AXA Partners is uniquely positioned to promote partnerships with both global and local players leveraging the worldwide presence of the AXA Group, its know-how across insurance business lines, and the strength of local AXA entities. Partnership business delivers today over 4 billion euros of revenues across the Group and the success of AXA Partners will make it a source of sustainable growth for AXA going forward”, added **Nicolas Moreau.**

Jérôme Drosch, currently CEO of AXA Gulf, is appointed CEO of AXA Partners. In addition, he will supervise the two existing business entities that currently manage global partnerships: AXA Assistance and AXA Creditor (including potential acquisition of Genworth Lifestyle Protection Insurance¹). In addition

¹ The proposed transaction is subject to customary conditions, including completing a works council consultation process and obtaining required regulatory approvals.

to his role of Chairman & CEO of AXA Assistance, **Serge Morelli** is appointed Deputy CEO of AXA Partners. **Corinne Vitrac**, Managing Director of AXA Creditor, will also report to Jérôme Drosch.

About AXA Assistance

AXA Assistance is among the world leaders in providing assistance, with 1.3 billion euros annual revenue and 9.4 million handled files in 2014. Wholly-owned by the AXA Group, AXA Assistance is the global assistance specialist provider in Automotive, Travel, Home, Health and Personal Services. Its 7,523 people are located in 33 countries and do business in over 200 countries. They support their partners and look after their customers by providing best-in-class solutions beyond immediate situations, anywhere, anytime.

About AXA Creditor

Established in 2010 to develop credit and lifestyle protection with large distribution partners on international markets, AXA Creditor is the #6 European player in creditor insurance with 5% market share (1). AXA Creditor sells products through partnerships with financial institutions, mainly banks and auto finance providers, via direct distribution (80% of GWP) as well as reinsurance quota share agreements (20% of GWP). Since 2010, AXA Creditor's business development has been successful thanks to two complementary dynamics: innovation and diversification. AXA Creditor, ca.150 employees overall, is now well on track to reach its ambition to become a leader of credit and lifestyle protection in partnerships environment. In 2014, AXA Creditor recorded GWP of Euro 895 million.

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92.0 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

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.

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IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

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