

AXA

PRESS RELEASE

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A new step for AXA in Egypt

AXA Egypt celebrates its one-year anniversary, announces the rebranding of CIL to become AXA Life Egypt and launches its first advertising campaign

- AXA celebrates its one-year anniversary in the Egyptian market and shares its plan to protect a growing number of Egyptians with solutions adapted to their needs
- AXA announces the rebranding of Commercial International Life Insurance Company SAE (CIL), acquired in December 2015, to become AXA Life Insurance Egypt SAE (AXA Life Egypt)
- AXA is launching an advertising campaign marking its first wide-scale communication initiative since the company kicked off local operations in September 2015

AXA REVEALS OUTSTANDING RESULTS AND AMBITIOUS PLAN

AXA experienced a rapid expansion in the Egyptian market since it was established in February 2015 and has delivered strong achievements that exceeded its initial expectations. AXA's 500 employees are working today with more than 2,000 providers and partners in the market to propose a best in class service to the 500,000 customers covered and protected by AXA in Egypt. AXA realized over 1 billion EGP of premiums in the past year and is proud to be the lead insurer of some Egyptian flagship projects in the Suez Canal Development Area.

"We recognize the vast potential of the Egyptian market and we are committed to empower many Egyptians to live a better life," said Denis Duverne, Chairman of the AXA Group Board of Directors.

"Insurance is a noble profession. AXA's ambition in Egypt is to protect a growing number of Egyptians with solutions adapted to their needs. And I feel we are on good track to accomplish this mission here," said Jad Ariss, AXA Middle East and Africa CEO.

AXA's portfolio in Egypt now spans over 30 highly customized products:

- **For individuals**, AXA Life & Savings plans cover a wide range of needs from education to financial planning. Individual health plans will soon be introduced, providing comprehensive health insurance with access to over 270 hospitals and an extensive network of over 2,000 health professionals.
- **For corporate clients and business owners**, AXA offers flexible employee benefit plans, including life insurance, employee retirement plans and health insurance. AXA also offers comprehensive covers for industrial and commercial properties as well as accident, liability, motor and marine insurance.

“AXA is now well-positioned to forge ahead and cement its long-term commitment to Egypt, and will continue to invest in the country with the launch of vital products, such as individual health insurance and household, car and travel insurance, as well as digital solutions that will help reinvent the industry. For instance, AXA developed, in partnership with Mobile Doctors, “AXA My Doctor”, a health mobile app for its clients. This service gives them immediate 24-7 access to a doctor from anywhere in the world.” said Gilbert Chahine, AXA Egypt CEO.

AXA ANNOUNCES THE REBRANDING OF CIL TO BECOME AXA LIFE EGYPT

Following all required regulatory approvals, the CIL brand (Commercial International Life) acquired in December 2015 by AXA Egypt is officially changing to AXA Life Egypt on October 30th.

AXA is proud to guarantee CIL customers that their policies will not be affected by CIL’s rebranding - existing contracts, pricings and benefits of CIL customers will not change. They can expect to receive the same level of service and dedication from their existing contacts and account managers who will remain at their disposal in CIB branches and/or at the same telephone number.

“We are very proud to be operating as one company after such a short period of integration and to have effected this acquisition not only without any loss of jobs, but with the creation of many employment opportunities. We are also delighted to celebrate with our teams the tremendous achievements we’ve accomplished, laying the groundwork for our long-term growth.” added Gilbert Chahine, AXA Egypt CEO.

AXA IS LAUNCHING ITS FIRST ADVERTISING CAMPAIGN IN EGYPT



AXA Egypt is proud to launch an advertising campaign marking its first wide-scale communication initiative since the company kicked off local operations in September 2015. The campaign invites Egyptians, individuals and businesses, to discover AXA’s products and distinctive services with a simple message built around its corporate identity and tagline:

“Discover redefined protection and care by taking a step with AXA”

From next Sunday, October 30th, this campaign will be deployed nationwide on digital, radio and magazines and will be visible on billboards starting from November 1st. The company also launched a new website www.axa-egypt.com and a Facebook page for AXA Egypt.

“Today we open a new chapter in AXA’s success in Egypt. This first campaign, of many to come, will establish stronger brand awareness for AXA in Egypt. The step we propose Egyptians to take with AXA is a step towards a better life thanks to insurance solutions adapted to their needs helping them face life’s risks and uncertainties.” said Khaled El Shaarany, AXA Egypt Deputy-CEO.

ABOUT AXA EGYPT

AXA Egypt is a multiline insurance group providing General Insurance, Life and Protection Insurance, Health Insurance and Micro-insurance plans.

AXA's general insurance products are offered by AXA General Insurance Egypt (SAE) - registered under number 35 for year 2015 at the Insurance Companies' Registry of the Egyptian Financial Supervisory Authority.

AXA's life & protection products are offered by AXA Life Insurance Egypt SAE- registered under number 12 for year 1999 at the Insurance Companies' Registry of the Egyptian Financial Supervisory Authority.

AXA established its presence in Egypt in February 2015 and received its non-life insurance license in August 2015 to sell health and general insurance protection to its customers.

In December 2015, to further develop its presence in the country, AXA Egypt finalized the acquisition of Commercial International Life Insurance Company SAE (CIL) - one of the leading players in the Egyptian life insurance market.

Today, AXA Egypt counts 500 employees serving over half a million individuals and businesses nationwide.

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion in assets under management as of December 31, 2015.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR0000120628 – 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 United Nation Principles for Responsible Investment (UNPRI).

THIS PRESS RELEASE IS AVAILABLE ON THE AXA EGYPT WEBSITE

www.axa-egypt.com

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