



## **AXA hailed 1<sup>st</sup> insurance brand worldwide for the 9<sup>th</sup> consecutive year**

Global brand consultancy firm Interbrand recently hailed AXA as top insurance brand worldwide for the ninth year in a row.

The Best Global Brands ranking confirms AXA's strong ongoing reputation and value: 42<sup>nd</sup> best global brand, up four spots in a year, 1<sup>st</sup> insurance brand for the 9<sup>th</sup> consecutive year, and the 3<sup>rd</sup> best brand across all financial services, with a brand value over USD 11 billion.

"This acknowledgement for the ninth year in a row is testimony not only to the strength of our brand identity, but also the preference for our brand by our customers," said Frederic Tardy, Regional Chief Marketing, Digital, Data & Customer Officer, AXA Asia. "This is especially true in Asia where we have built strong leadership positions in several markets, cemented by robust partnerships."

According to Interbrand, "AXA's commitment to brand is seen as its number one strong point. The organization has taken the time to define a purpose, vision and values. There is an authentic drive to transform from the inside out and this will become the foundation for further growth."

AXA Philippines President & CEO Rahul Hora believes that this recognition from Interbrand further validates AXA's ongoing commitment to focus on its customers' needs. "We are proud to be recognized for our continued commitment to putting our clients first, and our passion to do what it takes to be a truly customer-centric team. This inspires us to become real partners with our customers, to help empower them to live the life they choose."

In the Philippines, AXA—a joint venture between the Metrobank Group and the AXA Group—is the 2<sup>nd</sup> leading life insurance company, with P21.6 billion in gross premium income reported in 2016, and over 811,000 customers protected under various individual and group life insurance products. Most recently, it announced its entry into the non-life insurance business with the acquisition of Charter Ping-An, the 5<sup>th</sup> largest non-life insurance company in the Philippines.

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### **ABOUT THE AXA GROUP**

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 107 million clients in 64 countries. In 2016, IFRS revenues amounted to Euro 100.2 billion and IFRS underlying earnings to Euro 5.7 billion. AXA had Euro 1,429 billion in assets under management as of December 31, 2016.



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.

#### **ABOUT AXA PHILIPPINES**

AXA Philippines is a joint venture between the AXA Group and the Metrobank Group, one of the country's largest financial conglomerates. AXA Philippines is 2nd leading life insurance company in the country, with P21.6 billion in gross premium income reported in 2016, and over 811,000 customers protected under various individual and group life insurance products.

Most recently, AXA Philippines announced its entry into the non-life insurance business with the acquisition of Charter Ping-An, the 5th largest non-life insurance company in the Philippines.