



AXA named number 1 insurance brand worldwide for the 10th consecutive year

AXA, global leader in insurance, has been hailed as the top insurance brand worldwide for the tenth year in a row by global brand consultancy firm Interbrand.

The Best Global Brands ranking confirms AXA's strong ongoing reputation and value: 47th overall best global brand, first-ranked insurance brand for the 10th consecutive year, and the 6th best brand across all financial services, with a brand value over USD 11 million.

According to Interbrand, "AXA Group is committed to creating value while earning the confidence of its customers every day through innovation and engagement with the world - faithful to the original ambition that led it to become the world's leading insurance brand."

"It is an honor to be recognized for our steadfast commitment to putting our clients first, and our passion to do what it takes to be a truly customer-centric organization," says AXA Philippines President & CEO Rahul Hora. "This recognition from Interbrand further validates AXA's intent to focus on our customers' needs and become real partners to help empower them to live the life they choose."

The recognition comes at the heels of AXA Group's announcement of its momentous multi-year partnership with English Premier League legends Liverpool Football Club ("Liverpool FC"), becoming the club's Official Global Insurance Partner.

"I am delighted to announce this long-term partnership with Liverpool FC, which comes at a particularly exciting moment for AXA as the Best Global Brand ranking, announced by Interbrand today, recognized AXA as the #1 insurance brand for the 10th year in a row. Like us, Liverpool are leaders in their field, renowned for their long and proud history, strong sense of community and relentless pursuit of excellence. We therefore look forward towards achieving shared successes, both on and off the field, as we continue to ensure our customers will 'never walk alone'", said Thomas Buberl, Chief Executive Officer of AXA.

"Liverpool FC is one of the most illustrious names in the world of sport, with a huge and fiercely loyal following across Asia. Not only will this partnership create new opportunities for our customers, agents, employees and members of our local communities to interact with players from both the men's and women's teams, but it will also allow us to leverage the expertise of Liverpool FC's world-class professional health experts and academy coaches to provide unique, money-can't buy experiences", added Gordon Watson, CEO of AXA in Asia.

In the Philippines, AXA—a joint venture between the Metrobank Group and the AXA Group—is one of the leading insurance companies, with P26.4 billion in total premium income reported in 2017, and over one million customers protected under various



individual and group life insurance products, as well as general insurance products through its subsidiary Charter Ping An.