

## AXA ranked top global insurance brand for 3<sup>rd</sup> consecutive year by Interbrand

For the third year in a row, AXA has been ranked as the first global insurance brand by Interbrand<sup>1</sup>. Overall, AXA is the 53<sup>rd</sup> best global brand, up from 56<sup>th</sup> in 2010, and the 4<sup>th</sup> French brand across all industries.

Interbrand highlights the ability of AXA to “redefine its industry by focusing on customer insights”. Available, attentive and reliable, AXA is committed to offer its clients “tangible proofs”, successfully supporting its new brand positioning. Interbrand highlights also the strong senior-level and employee commitment to the AXA brand.

*"To be the first insurance brand worldwide is something that the AXA Group can be proud of, and I would like to congratulate all the employees for their professionalism and their daily efforts dedicated to our clients. This also gives us a great responsibility, because we have to keep on earning the trust our clients grant us. Our brand is indeed a precious asset that has to show our clients that our core mission is to serve them well. But we have to keep on nourishing and strengthening it to keep offering innovative and tailored solutions to our clients throughout their lives,"* said **Véronique Weill, Chief Operating Officer of the AXA Group.**

To access the 2011 Interbrand brand ranking:

<http://www.interbrand.com/fr/best-global-brands/best-global-brands-2008/best-global-brands-2011.aspx>

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<sup>1</sup> The Best Global Brands ranking calculates the value of a brand based on three criteria: its financial performance, the strength of its brand and the role of the brand in the purchase of products and services.

## **About the AXA Group**

The AXA Group is a worldwide leader in insurance and asset management, with 214,000 employees serving 95 million clients. In 2010, IFRS revenues amounted to Euro 91 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,104 billion in assets under management as of December 31, 2010.

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 Shares are 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.

This press release is available on the AXA Group website  
[www.axa.com](http://www.axa.com)

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## **IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS**

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