



PRESS RELEASE

Paris, August 16, 2005

AXA NORTHERN EUROPE REGION

- **New cross-region responsibilities**
- **Launch of synergy groups**
- **Eugène Teysen is appointed chairman of the management board of AXA Konzern (Germany)**

Alfred Bouckaert, member of the AXA Executive Committee, CEO of AXA Belgium and newly appointed Group CEO for the AXA Northern Europe region announces today his new organization.

The new Group CEO for the AXA Northern Europe region today confirmed the CEOs of AXA entities for the Netherlands, Luxemburg, Switzerland and AXA Art in their current position and proposed Eugène Teysen as new chairman of the management board (Vorstand) of AXA Konzern in Germany. AXA Konzern supervisory board (Aufsichtsrat), chaired by Claas Kleyboldt, has appointed Eugène Teysen on Monday August 15, 2005, to the position of chairman of the management board of AXA Konzern.

"I strongly believe that cross-regional functions will enable the AXA companies of the region to accelerate organic growth by developing already proven synergies. I am convinced that the new organization will enable AXA throughout the region to become the preferred company in its industry", commented Alfred Bouckaert.

The first steps of this new organization at the regional level are:

Serge Wibaut, member of the executive committees of AXA Bank Belgium and AXA Belgium, chief investment officer and member of the management board of AXA Konzern since July 14, 2005, is appointed regional chief investment officer in charge of asset allocation and asset liability management.

Christophe Dupont Madinier, currently chief financial officer of AXA Belgium and member of the executive committee of AXA Belgium, is appointed regional chief financial officer.

Norbert Rohrig, currently member of the AXA Konzern management board in charge of information systems, will coordinate back office and IT synergies among AXA units in the region.

Launch of synergy groups

In order to swiftly extract the benefits of the newly created region, Alfred Bouckaert has asked the AXA Northern Europe executives to head four synergy groups for corporate lines, retail P&C lines, retail life lines and banking activities.

Eugène Teysen is appointed chairman of the management board of AXA Konzern (Germany)

Eugène Teysen joins AXA Konzern as of August 16, 2005 as chairman of the management board. He has spent most of his successful career in the financial services industry.

Eugène Teysen succeeds Claus-Michael Dill who joined AXA in April 1999 as chairman of the management board of AXA Konzern.

Claus-Michael Dill successfully turned around AXA Konzern's technical and operational performances. Eugène Teysen has been appointed for his career-long expertise in retail sales and banking activities, marked by a strong track record in financial services, which will help to further enhance growth of the German activities.

"I am delighted to be joining AXA today because I am confident that, together, we can build on past successes. I am convinced that AXA Konzern's men and women have the ability and expertise to tackle the challenges of today's financial protection market" commented AXA Konzern newly appointed chairman of the management board Eugène Teysen.

FOR YOUR INFORMATION

On April 19, 2005 AXA announced the creation of a new regional organization with the AXA « Northern Europe » region, aimed at duplicating the proven success of similar organizations in South-East Asia and Southern Europe.

In addition to his position as Group CEO for the AXA Northern Europe region, Alfred Bouckaert retains his responsibilities as CEO of AXA Belgium.

The new region, encompassing Benelux countries, Germany and Switzerland, has the following goals:

- Accelerate profitable growth in these countries which are relatively similar in terms of maturity, customer expectations and competition.
- Facilitate synergies to reach operational excellence in the areas of:
 - Banking and insurance product innovation
 - Development of distribution

- Investment and technical management
- Productivity.

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About AXA:

AXA Group is a worldwide leader in Financial Protection. AXA operations are diverse geographically, with major operations in Western Europe, North America and the Asia-Pacific area. AXA reported total IFRS revenues of Euro 37 billion for the first half of 2005. The AXA ordinary share is listed and trades under the symbol AXA on the Paris Stock Exchange. The AXA American Depository Share is also listed on the NYSE under the ticker symbol AXA.

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