



redefining / standards

Press Release /

Paris, May 28, 2008

AMBITION 2012: AXA STRENGTHENS ITS BRAND STRATEGY WITH THE LAUNCH OF A NEW SIGNATURE

AXA is halfway to Ambition 2012; its company-wide project launched in 2004 which aims to make AXA the preferred company of its clients, employees and shareholders. Today, AXA is enhancing its brand strategy by adopting a new signature which illustrates its determination to meet its clients' needs through tangible proof and to establish with them the foundations of a real and lasting relationship based on trust.

A WORLDWIDE ANALYSIS OF CLIENTS' NEEDS

For over a year, in the 10 main markets in which AXA does business, we conducted an in-depth review, interviewing almost 100,000 people (clients, employees and distributors) in order to better understand their expectations towards the financial services industry.

The answers were unanimous. Whatever the market, the product or the distribution channel, the clients do not want more promises, but action and concrete facts, proof of quality of advice, service and welcoming attitude. Their wish is to **have a partner who is available, attentive and reliable and with whom they can build a lasting relationship of trust.**

They view our industry as unable to give a satisfying answer to their expectations. By reinforcing its brand strategy, illustrated by a new signature, AXA demonstrates its determination to take these expectations into account and its commitment to bringing its clients solutions based on proof.

AXA COMMITS TO GIVE ITS CLIENTS TANGIBLE PROOF

AXA is strengthening its brand strategy by adopting a new signature which will rally all employees: **redefining / standards**. This is designed to give its clients more tangible proof

of the quality of its service, the relevance of its advice and its ability to offer products which will meet their needs.

In the coming months, all the subsidiaries of the AXA Group worldwide will adopt and launch this new brand signature locally.

Henri de Castries, Chairman of the Management Board of AXA, said: *“We are halfway to our company-wide project Ambition 2012 which aims to make AXA the preferred company of its clients, employees and shareholders. The brand strategy we announce today is a step forward in this approach. Without arrogance, but with determination, we want to bring our customers the proof they were right to trust us. Their trust can not be decreed. It must be won by showing we deliver on our commitments.”*

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About AXA

AXA Group is a worldwide leader in Financial Protection. AXA's operations are diverse geographically, with major operations in Europe, North America and the Asia/Pacific area. AXA had Euro 1,281 billion in assets under management as of December 31, 2007. For full year 2007, IFRS revenues amounted to Euro 94 billion, IFRS underlying earnings amounted to Euro 4,963 million and IFRS adjusted earnings to Euro 6,138 million.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISIN FR0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). The American Depository Share is also listed on the NYSE under the ticker symbol AXA.

This press release is available on the AXA Group website: www.axa.com

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