

## Completion of the acquisition of a new National Treasure by the Louvre Museum thanks to public's generosity and AXA Art's sponsorship

The campaign "*Tous mécènes !*"<sup>1</sup> launched by the Louvre Museum to support the acquisition of the two remaining ivory statuettes of the *Descente de Croix*, has been a success among the public.

AXA Art has contributed Euro 600,000 to this acquisition and thus pursues AXA Group's commitment to cultural philanthropy and safeguarding cultural heritage.

In October 2012, the Louvre and the *Société des Amis du Louvre*<sup>2</sup> launched a campaign among the general public in order to raise the amount necessary to acquire two ivory statuettes that would complete the *Descente de Croix* group, one of the most significant work of French gothic art.

This campaign has been a success and allowed to collect the necessary amount for the acquisition, whose total cost is Euro 2.6 million. Beyond the contribution of 4,000 donors, and as previously announced in October 2012, the *Société des Amis du Louvre* has supported the acquisition by donating Euro 1.3 million, i.e. half the total amount.

AXA Art, AXA Group's subsidiary and world leader in the insurance of art and collectibles has been committed since the very beginning of the operation through a contribution of Euro 500,000 and has been instrumental in reaching the final target thanks to an additional donation of Euro 100,000.

"AXA Art is proud to have provided the museum with an additional contribution that made possible the acquisition of this new and exceptional National Treasure. I am glad to see that the general public has largely participated to the campaign initiated by the Louvre Museum, whose positive results are a confirmation of the French people's attachment to the protection of their cultural heritage" said **Christian Muller, Chief Executive Officer of AXA Art France.**

Including this operation, AXA Group and its subsidiaries commitment to help safeguard France's cultural heritage has amounted to Euro 48.9 million over the past nine years.

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1 "All donors !"

2 The *Friends of the Louvre* association

### **About the *Descente de Croix***

The *Descente de Croix* group kept by the Louvre is a significant work of French gothic art, remarkable for both the quality and elegance of its style as well as its rare emotional hold.

Two statuettes were previously missing from this group: Saint Jean and the Allegory of the Synagogue. They were believed to be lost forever, likely destroyed over time. Fortunately they have been identified by a private collector in Paris and offered for purchase to the Louvre.

Thus, they complete this extraordinary work of art almost one hundred and twenty years after the acquisition of the first statuettes from Mannheim in 1896.

### **About AXA ART**

AXA ART, subsidiary of the AXA Group, is a world leader in the insurance of art and collectibles. AXA ART provides expertise to private and institutional collectors as well as museums and temporary expositions.

AXA ART is engaged in the protection and preservation of the French cultural heritage, through their international support of a research program dealing with the maintenance of various works of art: the AXA Research Grant.

### **About the AXA Group**

The AXA Group is a worldwide leader in insurance and asset management, with 163,000 employees serving 101 million clients in 57 countries. In 2011, IFRS revenues amounted to Euro 86.1 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,065 billion in assets under management as of December 31, 2011.

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, and is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance.

This press release is available on the AXA Group's websites

[www.axa.com](http://www.axa.com)

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