

AXA

PRESS RELEASE

PARIS, 5 OCTOBER 2015

AXA is the 1st global insurance brand

- > AXA joins the top 50 global brands, and with a 5-point progression becomes 48th in Interbrand's *Best Global Brands* ranking
- > AXA is the 1st insurance brand worldwide for the 7th consecutive year, with a brand value growth this year of 14%

The *Best Global Brands* ranking today confirms the AXA brand's strong ongoing reputation and value: 48th best global brand, up 5 spots in a year, 1st insurance brand and the 4th best French brand across all industries, with a brand value that has gone up by 14% this year, one of the strongest increases amongst French brands. It is now valued at USD 9,254 million.

"Our mission is to protect our clients and make our insurance and asset management expertise available to them, anytime, anywhere. The AXA brand conveys this mission, our values and our corporate responsibility around the world: across our distribution networks, inside our clients' smartphones, and on university campuses where we recruit our future talents!"

We are extremely proud that AXA, on its 30th anniversary, has made its entry amongst the 50 best global brands. I want to thank our employees and distributors who are AXA's strongest ambassadors, supporting our brand day in and day out alongside our clients", said **Véronique Weill, Chief Operating Officer and a member of the Management Committee of the AXA Group.**

According to Interbrand, "AXA's investment in brand at the heart of the business, informing everything from culture to collaborations and partnerships, has been key to its sustained growth. 2015 sees the brand assert not only its continued dominance as the most highly valued insurance brand, but also its prominent performance in financial services, the third largest sector represented in *Best Global Brands*."

"Over the past two years, we have gained 11 ranks in the Interbrand ranking and have increased our brand value by 30%. This reflects the regularity, consistency and relevance of our investments in the AXA brand. It is an extremely valuable asset, a driver of trust for our 103 million clients, of pride for our teams and of attractiveness for our 130,000 distributors.

In recent months, we have extended AXA's international presence in Asia, Latin America and Africa; accelerated our digital transformation to which we have allocated 42% of our media investments; deployed our strategy on social networks via global agreements with Facebook and LinkedIn; and deployed our brand in the mobile space through for example the MyAXA application, AXA Shield on Google Ingress (5,000,000 downloads), and AXA Drive (700 000 downloads). We have also concluded new partnerships in the digital and sharing economies, notably with BlaBlaCar, the European carpooling leader, and Endeavor, an NGO that mentors entrepreneurs in developing countries. Today our

relationship with our clients is a daily conversation, one which aims to discuss how we can better cater to their ever-evolving needs and expectations.

I am convinced of the huge potential of the AXA brand which is in great part driven by our ambition to always anticipate, protect and care for our clients, to better serve and support them in their new consumption patterns”, added **Frédéric Tardy, Chief Marketing and Distribution Officer of the AXA Group.**

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92.0 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

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.

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

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