

## Appointment of Frédéric Tardy as Chief Marketing and Distribution Officer of the AXA Group

AXA announces the appointment of **Frédéric Tardy** as **Chief Marketing & Distribution Officer of the AXA Group**, as of the 8<sup>th</sup> of March 2013.

Frédéric Tardy will report to Véronique Weill, Chief Operating Officer of the AXA Group and a member of AXA Group's Management Committee.

He will be responsible for driving the Group's initiatives on digital transformation, brand, distribution, strategic marketing and customer segmentation.

*"His nomination is a strong reflection of our determination to further strengthen our customer centricity, and of our conviction that this can only be done if digital transformation and innovation are part of the equation",* said **Véronique Weill**.

\*  
\* \*

### Biography

Frédéric Tardy has since 2010 been CEO of L'Atelier US BNP Paribas, the BNP Paribas Innovation Lab located in the Silicon Valley and responsible for advising the different business units, strategic partners and VIP clients of BNP Paribas in North America, Latin America and Europe regarding their online strategies.

From 2009 to 2010, he was Global Head of e-business at BNP Paribas Personal Finance, in charge of the Internet and mobile strategy across 30 countries. Amongst other things, he was successful in setting up global partnerships with Internet leaders such as PayPal, Dell, Apple, or Submarino (in Brazil). He had previously been Head of e-business for France (2004-2006) before being appointed Head of Sales & Marketing of BNP Paribas Personal Finance in Spain (2007-2009).

Frédéric Tardy started his career in 1993 at Cetelem and its subsidiaries, with different responsibilities across the sales & marketing department, starting with a focus on the French market (1993-1998) to go on to a much larger scope covering 20 countries (deputy Head of international Sales and Marketing of Cetelem Corporate from 2002 to 2004). From 1999 to 2001, Frederic Tardy was Head of Operations at Halifax Bank of Scotland Cetelem UK.

## About the AXA Group

The AXA Group is a worldwide leader in insurance and asset management, with more than 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 appointment release is available on the AXA Group website  
[www.axa.com](http://www.axa.com)

### AXA Media Relations:

Garance Wattez-Richard	+33.1.40.75.46.42
Guillaume Borie	+33.1.40.75.49.98
Hélène Caillet	+33.1.40.75.55.51