

AXA is ranked amongst the top 100 Best Global Brands and confirmed as a leader in its field for the 4th consecutive year

For the fourth year in a row, the AXA brand is part of the top 100 Best Global Brands ranking unveiled today by Interbrand¹. Overall, the AXA brand value has increased by 1% to USD 6.75 billion, making it the 58th best global brand, the 1st global insurance brand and the 4th French brand across all industries, behind Louis Vuitton, L'Oréal and Danone.

AXA's brand valuation and its leading position notably reflect the quality of service offered by the company to its customers, as well as its commitment to delivering on its brand promise: to always be "available, attentive and reliable".

Beyond the fact that AXA has come out as leader in its field, it is essential and even more important to note that in a relatively challenging environment for the financial services industry, the value of insurance brands have progressed overall. This is a strong reward for an industry which has listened and increasingly proven that meeting customer expectations is its number one priority.

Véronique Weill, Chief Operating Officer of the AXA Group, commented: *"Being once again named the top global insurance brand is a meaningful distinction and a great recognition of our deep and daily dedication to our clients. We are working hard to provide them with products and innovative services in synch with their needs, and that they can see as differentiating and value-creating. In these challenging times, beyond our financial strength – the first and essential guarantee we do offer to people –, our teams and distributors are truly committed to supporting and accompanying our 100 million clients throughout their lives, in good times and bad. I would like to thank them very warmly for their efforts and their instrumental role in making our brand such a great asset. To keep on deserving the trust of our clients, we must continue to strengthen our quality of service and relentlessly improve the customer experience. This is how AXA will stay amongst the leading brands of the industry."*

AXA is also included in the 50 Best Global Green Brands ranking published by Interbrand in June-end 2012², an important recognition of the company performance in terms of its environmental initiatives.

¹ The Best Global Brands ranking calculates the value of a brand based on three criteria: its financial performance, the strength of its brand and the role of the brand in the purchase of products and services. See more: <http://www.interbrand.com/en/best-global-brands/2012/Best-Global-Brands-2012.aspx>.

² The Best Global Green Brands ranking gathers the 50 best performers in the arena of sustainability and how their environmentally conscious efforts are perceived by the public. See more: <http://www.interbrand.com/en/best-global-brands/Best-Global-Green-Brands/2012-Report.aspx>.

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 website

www.axa.com

AXA Media Relations:

Guillaume Borie: +33.1.40.75.49.98
Hélène Caillet: +33.1.40.75.55.51

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