

## AXA/Ipsos survey on the perception of climate change and risks: 13,000 people on 3 continents were interviewed on their worries and expectations

- Climate change has become a reality in international public opinion
- People feel very anxious about the impact of climate change on their day-to-day lives
- Answers exist and insurers have a role to play

To better understand worldwide perceptions of climate change and risks, AXA Group and Ipsos are releasing today a survey of over 13,000 people, residing in 13 countries on three continents around the world: France, Germany, Italy, Belgium, Switzerland, Spain, United Kingdom, Turkey, Japan, Hong-Kong, Indonesia, the United States and Mexico.

Complete results of this survey are available at:

<http://www.axa.com/lib/en/library/axapapers/climaterisks.aspx>

<http://www.ipsos.fr/sites/default/files/attachments/international-monitor-on-climate-risks-ipsos-axa.pdf>

### ▪ Climate change has become a reality in international public opinion

- Today nearly 9 out of 10 people polled believe that climate has changed. Residents of Mexico, Hong Kong, Indonesia and Turkey are the most convinced of this phenomenon.

- For survey respondents, the climate change has numerous consequences, the first being a steady rise in average temperatures: 89% think so.

Varying degrees of belief that the climate has changed over the past 20 years



This sentiment is the strongest in the warmest countries: 78% of Indonesians think that average temperature increases are “absolutely” an effect of climate change, as do 69% of Mexicans, 63% of Hong Kongers and 59% of Turks.

- People also see a strong relationship between climate change and the increasing frequency of extreme weather events (89% cite floods, 88%, droughts and 83%, cyclones).

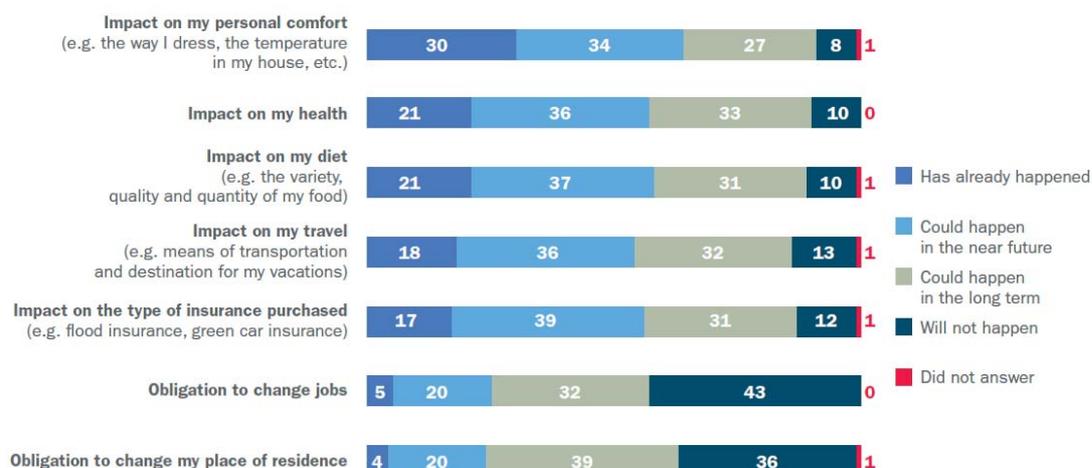
- When questioned about the situation in their own region, 73% of those polled state that they have personally observed the effects of climate change. Unsurprisingly, the most commonly observed consequences of this change are changes in rainfall patterns leading to floods, a steady rise in average temperatures and droughts.

### ▪ People feel very anxious about climate change

- **86% of the people polled declare they are worried about the possible results climate change could bring.** In Turkey, Hong-Kong, Indonesia and Mexico, the population is almost unanimously worried with an average of 97% declaring they are anxious. In “mature economies” (France, United Kingdom, Germany, Spain, Italy, Belgium, Switzerland, the United States and Japan), where people are somewhat less worried (although they are still quite worried), 81% of those polled say they feel worried.

- When questioned about the potential impact of climate change on their daily lives, **those surveyed said they have already been affected or are worried about being affected in the near future** - firstly in their personal wellbeing (it is the case for 1/3 of the surveyed). Furthermore, 1 person out of 4 already associates climate change with an important short term obligation that may occur soon: change job or place of residence.

### Personal situation regarding possible consequences of climate risks



Source: Ipsos

#### Answers exist and insurers have a role to play

- **88% of people surveyed believe that it is possible to limit the consequences of climate change** and think that we can find innovative solutions.

**Every stakeholder has a role to play:** this includes developed countries (for 92% of respondents), trade and industry (92%) and governments (91%), but also international organizations (87%), emerging economies (89%) and even ordinary citizens (83%).

This optimistic attitude of finding solutions for climate change prevails on all three continents (89% of Europeans, 78% of North Americans and 84% of Asians are convinced that solutions exist).

**The countries in the study that are most affected by the consequences of climate change are the ones to show the most positive attitudes:** in Mexico, 98% of those surveyed believe that solutions exist, as do 97% of the Indonesians polled.

- **A large majority of those polled think that “each country should make an equal effort to solve the problems of climate change”.**

- Regarding the insurer’s role, this study shows that expectations exist, since **61% of those polled think that insurers should be working to reduce climate risks.** This figure is even higher in Hong Kong (78%), Turkey (69%) and Italy (65%).

- **57% of people surveyed also think that insurance companies can help people adapt to the consequences of climate change.** This belief is mostly widespread in those countries where the level of anxiety is the highest: in Turkey, 75% of those surveyed agree, as do 71% of the Mexicans and 67% of the Indonesians polled.

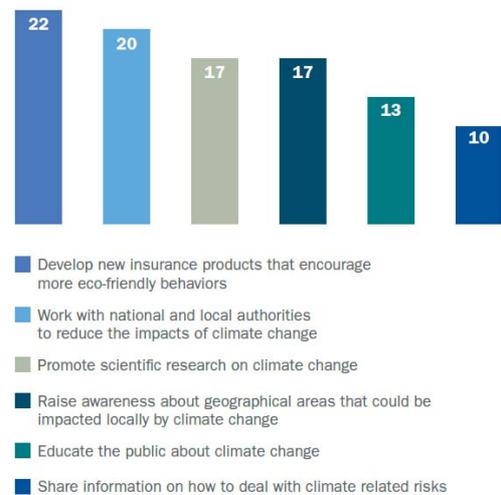
- In their view, the role of insurers includes taking various actions related to their core business, such as offering new insurance products, promoting more environmentally conscious behaviors, and building partnerships with national and local authorities.

This survey clearly shows that a worldwide public opinion has formed regarding climate change: climate change is now a reality that causes people concern regarding its impact on their day-to-day lives.

And yet, instead of giving into despair, the general opinion is that all stakeholders should take action and start implementing solutions.

This is an encouragement for AXA to pursue its work in climate risk research, education and prevention and to continue to address climate risks in every aspect of the insurance value chain.

### Main actions that insurance companies should do regarding possible climate risks



Source: Ipsos

*"The insurance industry is on the front line with respect to climate risks and it is its duty to measure them very precisely in order to meet its obligation of cover to its clients. We are committed to assuming our role as an expert, by further developing our works on these risks. We also want to share this knowledge with the society in order to contribute to a better understanding of these risks, and to better prevent them. While we are committed to developing targeted actions that will reduce our own environmental impact, our mission as an insurer also extends to education and support for our clients, in the form of solutions that reward ecologically responsible behaviors and help fight climate risks",* said **Jean-Christophe Ménioux, Group Chief Risk Officer of the AXA Group.**

AXA also releases today a **Paper on climate risks, an overview of the knowledge about these risks and their potential evolution. It features as well the tools that can be used by the insurers in order to assess these risks, and the role the insurance industry can play to address these challenges.**

It is the 4th AXA Paper, following those published on Longevity, Retirement and Dependency. These documents are part of the Group's effort to share its expertise on major societal evolutions.

The AXA Paper on Climate Change can be consulted at: <http://www.axa.com/lib/en/library/axapapers/climaterisks.aspx>

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As a responsible company, AXA strives to play a positive role in society by helping to better understand the risks faced by individuals and society at large.

This commitment includes several initiatives, amongst which:

- **A partnership with the NGO CARE** on research and education projects which aim to help vulnerable populations' better face climate risks. The outcome of "Where The Rain Falls", an international research project (<http://wheretherainfalls.org/>) on changing rainfall patterns and their impact on vulnerable people in regards to food security and migration, will be released in Doha, Qatar, during the COP 18 summit, at the end of 2012.
- **The AXA Research Fund**, which supports 300 researchers throughout the world, contributes to understanding and preventing environmental, life, and socio-economic risks.
- **A "green" products offer including:**
  - Retail: motor insurance encouraging low emissions vehicles, home insurance with environmental appliances upgrades;
  - SMEs: encouraging "green" buildings or car fleets;
  - Industrial: environmental risk prevention, promotion of the development of renewable energies via adapted policies covering the equipment and the revenues derived from electric energy sales, etc.

**For more information about:**

- AXA Group's Corporate Responsibility strategy: <http://www.axa.com/en/responsibility/>
- AXA Group's SRI ratings: <http://www.axa.com/en/responsibility/sri/>

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

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