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Press release

AXA and HEC Paris Launch the “Digital Strategy and Big Data” Chair

Paris, 18th March 2014

AXA and HEC Paris launch a new teaching chair in “Digital Strategy and Big Data”. Julien Lévy, Affiliate Professor at HEC Paris and Director of the Major and Specialized Master in “Management and New Technologies”, will have academic responsibility for this Chair.

The AXA “Digital Strategy and Big Data” Chair aims to develop insights into the challenges of Digital Innovation and Big Data in a large company, the impact it has on strategy, and the transformation of its business model. This Chair aims to expose students to the digital operational issues of large firms, to raise awareness of trade values associated with these strategic issues and in return, to confront the generation of “digital natives” with offers and products from AXA, and gauge their reactions.

Elective courses and modules are offered to students of the Master in Management program.

In addition to the on-campus teaching, the Chair will organise an annual event in the shape of either a forum, a day of conferences or a competition on the theme of collaboration between large companies and start-ups.

This Chair complements the “Decision Science” Research Chair which AXA and HEC Paris have shared since 2010, under the direction of Itzhak Gilboa and financed by The AXA Research Fund.

Véronique Weill, Chief Operating Officer of the AXA Group stated: *“This HEC Paris-AXA Chair falls within the acceleration of our digital transformation strategy, which is one of our key priorities. This partnership will help to build our - already important - presence in the Open Innovation ecosystem and will strengthen our ability to pick up on signals from new consumer trends on our products. This partnership also illustrates our belief that talents are essential for our digital transformation, and we are very much looking forward to working, learning and building alongside HEC’s students, and to benefit from their international diversity”*.

For Daniel Bernard, President of the HEC Foundation, *“AXA is one of HEC Foundation’s loyal partners. We are proud of this Chair: it aims to contribute to a better understanding of the issues and opportunities surrounding digital transformation and Big Data, which a number of organizations are currently faced with”*.

Bernard Ramanantsoa, the Dean of HEC Paris concludes, *“We are delighted by this strengthened partnership with AXA. Thanks to this Chair, our students will gain expertise on analysis, management and issues of digital transformation and Big Data”*.

About AXA:

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 102 million clients in 56 countries. In 2013, IFRS revenues amounted to Euro 91.2 billion and IFRS underlying earnings to Euro 4.7 billion. AXA had Euro 1,113 billion in assets under management as of December 31, 2013.

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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About HEC Paris:

Specialized in education and research in management, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters Programs, MBA, PhD, Executive MBA, TRIUM Global Executive MBA and Executive Education open-enrolment and custom programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC is itself a founding member of ParisTech and Université Paris Saclay. It boasts a permanent faculty of 110 professors, more than 4,000 students and over 8,500 managers and executives in training each year.

HEC Paris was ranked number one business school in Europe by the Financial Times' overall business school ranking in December 2013.

About the HEC Foundation:

Founded in 1972 and recognized as a charity in 1973, the HEC Foundation's mission is to support the development of HEC Paris.

The activity of the HEC Foundation has greatly accelerated in recent years due to the growing needs of HEC Paris. In a context of strong global competition between business schools, its main priorities are to support research and pedagogical innovation, teaching, chairs and teaching research centers and to offer to all deserving students the chance to study at HEC Paris.

In 2008, the HEC Foundation launched its first fundraising campaign with the objective to raise €100 million by 2013. The fact is that the HEC Campaign 2008-2013 raised €112 million: 57% from alumni donors and friends of HEC and 43% from partner companies.

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