

AXA Kicks Off International Week of Sales Recruitment

AXA strengthens its distribution to support the growth of the Group

AXA is launching its International Week of Sales Recruitment in eight countries. The second edition of this event will look to strengthen distribution networks in France, Germany, Italy, Japan, Mexico, Spain, Switzerland and the United States, where more than 20,000 new sales people will be needed by 2012.

As illustrated in the recent economic crisis, AXA's sales agents and financial advisors networks have demonstrated greater resilience than other distribution networks. In the current economic context, close relationships built through a reliable and qualified advisor, providing personalised support, are essential for clients seeking financial protection.

"AXA sales agents and financial advisors are the backbone of our global distribution networks", says Henri de Castries, Chairman and CEO of AXA. "By maintaining a strong, personalized relationship built on trust, they advise and support our clients at every stage in their lives."

First launched in 2009, the International Week of Sales Recruitment consists of local events and recruitment actions designed to raise awareness and boost the appeal of sales careers in the insurance industry, attract an increasing number of applicants and, therefore, strengthen AXA's distribution networks. Last year, AXA met 30% of recruitment needs of participating countries thanks to the success of the event.

This year's International Week of Sales Recruitment will take place from May 10th to May 23rd, 2010. The starting date will be as followed:

- May 10th: Germany, Japan, Mexico, Spain and United States
- May 17th: France, Italy and Switzerland

For additional information on this year's International Week of Sales Recruitment, local events and job listings, please go to www.axa.com

AXA sales agents and financial advisors represent more than 100,000 people worldwide, generating approximately half of the Group revenues. AXA Group has long adopted a multi-distribution strategy with a balanced mix of proprietary distribution channels (agents, salaried sales forces and direct channels) and non-proprietary distribution channels (brokers, independent financial advisors, banks, partnerships), allowing AXA to best reach out to customers.

About AXA Group

AXA Group is a worldwide leader in Financial Protection. AXA's operations are diverse geographically, with major operations in Europe, North America and the Asia/Pacific area. For full year 2009, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,015 billion in assets under management as of December 31, 2009.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISIN FR0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Shares are also quoted on the OTC QX platform under the ticker symbol AXAHY.

This press release is available on the AXA Group website: www.axa.com

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