

PRESS RELEASE

PARIS, 16 MAY 2013

Junior Achievement and AXA Group expand the *Insure Your Success* program to 6 new countries

Insure Your Success is a financial risk education program launched in 2012. It has already been taught in 5 countries across the world, to more than 2,000 students and involved more than 70 teachers and 90 AXA Hearts In Action volunteers.

Insure Your Success targets young people aged from 12 to 18 and commits to helping them deepen their understanding of risks, learn about ways to prepare for life's unexpected events, and then ensure and protect their financial stability.

In 2013 more than 4,000 high-school students from 11 countries will take part in the program. Through different hands-on activities, interactive tools and discussions facilitated by local AXA Hearts In Action volunteers, students work in teams and learn how to budget, plan and save, but also how to anticipate the financial consequences of risks they will face during their lives.

« *AXA's business is to protect people throughout their lives and it is our inherent responsibility to prepare future generations to face risks in a fast changing world. We are delighted that AXA's volunteers shared their expertise with the students while spending a great time* » said **Clara Rodrigo, Head of Community Investment for the AXA Group.**

During the pilot period, the participating students learned how to foresee and prepare for risks in life, and become more familiar with the mechanism and usage of insurance through workshops and group discussion-style classes. To help them make informed decisions in the future, students got an understanding of the advantages of protecting one's assets and became more familiar with the concept of insurance.

« *As the new generation prepares to enter an ever more complex and volatile world, it is necessary to provide students with the tools necessary to better understand the world around them. Junior Achievement is pleased to continue the collaboration with AXA and to help young people understand financial risks. For the second year, Insure Your Success remains an engaging and practical way to teach prevention. Fueled with AXA's expert volunteers, we empower young people to make good financial decisions later on* » explained **Caroline Jenner, CEO of Junior Achievement-Young Enterprise Europe.**

ABOUT INSURE YOUR SUCCESS

The Insure Your Success Programme is coordinated by Junior Achievement-Young Enterprise Europe (JA-YE Europe) in partnership with AXA Group and aims at providing customized risk education in local schools using employee volunteers as facilitators. The project organises classroom activities with young people aged 12 – 18 years in 11 countries: Ireland, Japan, The Philippines, Portugal, Romania, Poland, Hungary, Switzerland, Spain plus two additional countries in Asia and Europe, currently being identified.

ABOUT JA WORLDWIDE® (JUNIOR ACHIEVEMENT)

JA Worldwide is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, Junior Achievement provides in-school and after-school programs for students which focus on three key content areas: work readiness, entrepreneurship, and financial literacy. Today, 10.6 million students are served by JA Worldwide operations in 118 countries.

For more information, www.jaworldwide.org

ABOUT AXA GROUP COMMUNITY INVESTMENT

As a responsible corporate citizen, AXA strives to play a positive role in society, by building a culture that promotes employee volunteering and by helping to build better understanding of the risks faced by individuals and society at large. This commitment includes three key initiatives:

- Volunteer work, carried out through the AXA Hearts in Action international solidarity organization for 21 years. In 2012, over 28,500 employees volunteered in charity projects around the world.
- The AXA Research Fund that supports science contributing to understanding and preventing environmental, life, and socio-economic risks.
- A partnership with the humanitarian NGO CARE, to help vulnerable populations better face climate and health risks.

For more information: <http://www.axa.com/en/responsibility/strategy-commitments>

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 102 million clients in 57 countries. In 2012, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 4.3 billion. AXA had Euro 1,116 billion in assets under management as of December 31, 2012.

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.

THIS PRESS RELEASE IS AVAILABLE ON THE AXA GROUP WEBSITE

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