

AXA Assistance strategy of innovation delivers profit growth

AXA Assistance, a leading global assistance provider, has achieved another year of growth across its portfolio of products and services with income of €929m for 2010; a 5.2% increase from 2009 and an increase in net profit to €20 m (€12.6m in 2009).

Turnover and profit

	Turnover (UK£m)	Net profit (UK£m)
2009	788.0	11.2
2010	829.2	17.8

* based on a conversion rate of €1 = 0.89263p

Turnover by business line

Business Lines	Share of turnover in 2010
Motor	36.3 %
Travel	24.8 %
Home	22.3 %
Health	11.3 %
Other (legal assistance etc.)	5.3 %

In 2010, turnover for AXA Assistance UK, a wholly owned subsidiary of AXA Assistance manages £139.3m of the Group turnover and £3.9m of its net profit.

Over the period, AXA Assistance UK has strengthened its position in the home assistance market by bringing claims management back in-house and investing in a bespoke deployment system to improve the management of a customers' claim.

The motor operation continued to achieve successful strategic and targeted growth in its market share. Strong account management, transparency and product innovation are key contributors to this success.

These moves reflect the Group's drive of developing and adding value to the services to customers.

Bob Ewers, Chief Executive Officer of AXA Assistance UK & Ireland, said: "Our operation has achieved real progress against a backdrop of potentially difficult trading conditions and other external factors. It is a testament to the UK team that we have been able to not only maintain our strategic focus but also deliver the enhancements needed for future growth.

"The AXA Assistance Group is an innovator in its core markets and the UK is no exception. We are targeting technology solutions such as Smartphone applications to enhance the customers' experience. Our expertise in identifying and developing new products and to address gaps in our markets will enable us to take full advantage of the opportunities across our chosen UK markets."

- ENDS -

Notes to Editors

Please refer to the company as AXA Assistance. The name should not be abbreviated to AXA

About AXA Assistance UK Ltd

In the UK, AXA Assistance has offered a wide range of assistance services since 1976 for a variety of international and national organizations such as insurance brokers, health and pharmaceutical entities, motor manufacturers, insurance companies, banks, etc. Its 24/7/365 service centres are operated from 2 offices – one in the UK and one in the Ireland - by more than 360 coordinators entirely dedicated to delivering high quality services to customers. AXA Assistance aims to develop flexible and tailor-made solutions to better suit customers' needs and, moreover, can help retain customer loyalty. For more information on AXA Assistance UK Ltd please visit: www.axa-assistance.co.uk. AXA Assistance UK is authorised and regulated by the Financial Services Authority, firm number 439069.

About AXA Assistance Group

AXA Assistance, founded in 1959, is a leading assistance company, with a turnover of €929 million in 2010, handling 6 million cases a year and employing more than 6250 people in more than 30 countries across five continents. AXA Assistance's headquarters are in Paris, France and it is a wholly owned subsidiary of AXA, one of the world's largest insurance groups. For more information on AXA Assistance please visit: www.axa-assistance.com

For further information please contact:

Alex Wise

Concise PR

Tel: 020 7100 3960

Mob: 07710 665 615