



Press release

Paris, September 25, 2017

AXA is the 1st insurance brand worldwide for the 9th consecutive year

- With a 4-position progression, AXA is 42nd in Interbrand's *Best Global Brands* ranking.
- AXA continues to be in the top 3 global financial services brands.

The *Best Global Brands* ranking today confirms the AXA brand's strong ongoing reputation and value: 42nd best global brand, up 4 spots in a year, 1st insurance brand for the 9th consecutive year, and the 3rd best brand across all financial services, with a brand value over USD 11 billion.

"We are very proud to be the leading insurance brand for the 9th year in a row. I would like to thank our 107 million customers for their continued trust. I would also like to thank our employees and our distributors who contribute passionately day-in, day-out. We are continuing positively on our Ambition 2020 strategy and we are very pleased that our brand is again recognized for its contribution towards our success."

"AXA has shifted its purpose to empowering people to live a better life. We are undertaking a deep transformation of our business model with the aim to create more value for our customers, and become a true partner for life. The AXA brand plays a critical role in this transformation journey", said **Amélie Oudéa-Castera**, Marketing and Digital Officer of the Group AXA.

According to Interbrand, *"AXA's commitment to brand is seen as its number one strong point. The organization has taken the time to define a purpose, vision and values. There is an authentic drive to transform from the inside-out and this will become the foundation for further growth. The ambition to differentiate on experience through a redefined relationship with customers is also viewed as compelling with the potential to change the role of brand if delivered on consistently over time."*

"In the past year, we have made important shifts in our brand expression such as an identity refresh and advertising platform that demonstrate a more simple, human, and modern brand. We have continued our global rollout of customer assets, like service quality hallmarks and MyAXA, which create a tangible and distinctive AXA experience", added **Paul Bennett**, Brand Director of the Group AXA.



ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 165,000 employees serving 107 million clients in 64 countries. In 2016, IFRS revenues amounted to Euro 100.2 billion and IFRS underlying earnings to Euro 5.7 billion. AXA had Euro 1,429 billion in assets under management as of December 31, 2016.

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 and the regulated information made public by AXA pursuant to article L. 451-1-2 of the French Monetary and Financial Code and articles 222-1 et seq. of the Autorité des marchés financiers' General Regulation are available on the AXA Group website (axa.com).

THIS PRESS RELEASE IS AVAILABLE ON THE AXA GROUP WEBSITE axa.com

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