

AXA

PRESS RELEASE

PARIS, SEPTEMBER 30, 2013

AXA's brand leadership confirmed globally

- > AXA is first global insurance brand for the 5th consecutive year according to **Interbrand**
- > The AXA brand is valued at USD 7.096 billion

The strength of the AXA brand has been confirmed by the Interbrand ranking¹ unveiled today. AXA is part of the top 100 Best Global Brands, and for the fifth year in a row is ranked the first insurance brand worldwide. Overall, AXA is the 59th best global brand and 5th best French brand across all industries, with a brand value that has grown by 5% and is valued at USD 7.096 billion.

According to Interbrand, AXA's brand valuation and its leading position notably reflect its employees' brand engagement, as well as its growing digital acumen and presence that contribute to an improved customer experience. Corporate Citizenship, and in particular employee social responsibility, is also highlighted as a strength for the brand.

« *It is great achievement to be once again amongst the top global brands. I believe this result is a strong reflection of the strength of our business, the relevance for our clients of our brand strategy but also our efforts to accelerate our digital initiatives. This important recognition reinforces the AXA brand, a key asset with regards to client and talent attraction & retention as well as product & service distribution. The success of any insurance business is notably based on its reputation, be it in terms of quality of client service, availability or reliability. AXA's brand identity is built on these demonstrated foundations, but is also driven by our ultimate purpose which is to protect people. This has been highlighted this year by our international campaign "Born to protect"² which has strongly contributed to further developing our brand equity* », said **Véronique Weill, Chief Operating Officer of the AXA Group.**

« *I am convinced that the digital transformation we have initiated to adapt to our all customers' evolving needs will increasingly be a key competitive advantage going forward, one that will create significant value for all our stakeholders and further nurture the strength of our brand. I would like to very warmly thank all our employees across the globe for their continuous commitment to serve our clients* » added **Véronique Weill.**

AXA is also one of the 50 Best Global Green Brands, a ranking published by Interbrand in June 2013³ that recognizes consumer perception of a company's green initiatives and environmental performance.

¹ The Best Global Brands ranking calculates the value of a brand based on three criteria: its financial performance, the strength of its brand and the role of the brand in the purchase of products and services. See more: <http://www.interbrand.com/>

² http://www.borntoprotect.com/en_EN

³ The Best Global Green Brands ranking gathers the 50 best performers in the arena of sustainability and how their environmentally conscious efforts are perceived by the public. See more: <http://www.interbrand.com/en/best-global-brands/Best-Global-Green-Brands/2013/Best-Global-Green-Brands-2013-Brand-View.aspx>

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.

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