



*For Immediate Release:*

**New brand ad campaign emphasizes  
AXA's commitment to bringing people's plans to life**

[Hong Kong, 22 Aug 2006] -- **AXA Hong Kong** has just kicked off a new, multi-million dollar brand advertising campaign which emphasizes its commitment to bringing people's plans to life.

Since the launch of a TV commercial (TVC) for its multi-manager investment approach in 2005, the AXA brand has been steadily repositioning itself. Rather than being a purely insurance provider, the company now emphasizes its unrivalled ability to provide both financial protection AND wealth management services. The company is delivering on this promise by providing comprehensive financial services that cover not only insurance and saving plans, but also retirement and investment products.

Covering five high-profile locations, a series of 36 "THE AXA PLAN" outdoor posters highlights people's widely varied hopes and dreams. The insight behind the new campaign is breathtakingly simple: "Life is an unpredictable journey. While we cannot plan for life, we can plan how we live it."

The TVC that forms the campaign's centerpiece brings alive this message in a very light-hearted way that customers from all walks of life will be able to identify with. The story shows a middle-aged man who has planned to retire early in order to travel the world with his wife on their newly bought yacht. The only thing that stands in the way of the couple's dream of early retirement is the wife's unexpected pregnancy. Happily, with the support of their AXA financial adviser, the couple not only enjoy ultimate peace of mind for their baby, but also the freedom they need to sail the seven seas!

Ultimately, AXA understands that *everyone* has a plan of some kind for their life, be it short term or long term. The new campaign simply tells consumers that no matter what their plans, they can be confident that AXA will help bring those plans to life.

The new AXA TVC will launch on 22 August, 2006.

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