



[For immediate release]

## **AXA Launches First in Hong Kong 100% Premium Refund Guarantee**

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### **Helps you make important decisions to provide protection and saving plans for you and your families in times of uncertainties**

[Hong Kong, 10 March 2009] – **AXA China Region Insurance Company Limited (“AXA”)** launched today, the first in Hong Kong 100% Premium Refund Guarantee to its customers. The program aims to give its customers a peace of mind through providing this benefit to ease their immediate concerns in today’s turbulent times.

**Ms. Andrea Wong, Chief Marketing Officer of AXA Hong Kong**, said, “When the economy is challenging, it is common that people tend to worry and place more focus on their immediate livelihood than to ensure they and their families have long-term protection. The launch of the ground-breaking 100% Premium Refund Guarantee clearly demonstrates our commitment to our customers and to Hong Kong, and most importantly further builds confidence and trust with our customers. In times of economic uncertainties, trust is of utmost importance.”

From 11 March until 25 May 2009, customers who successfully apply for a designated AXA regular premium plan may be eligible for these benefits at no additional charge. Eligible customers could choose between 1) 100% Premium Refund Guarantee; or 2) an extension of the grace period for up to 365 days, in the unfortunate event of being made unemployed by reason of redundancy or lay-off within 12 months from policy issue date.\*

“We are confident about the future yet we also understand our customers’ worries and concerns in this challenging economic times. We want to provide a peace of mind to our customers when they make the important decisions to provide protection for themselves and their families in times of uncertainties. Together with our customers, we will weather the storm.” Ms Wong added.

“With our continuous dedication to support our customers, it is AXA’s vision to be the Preferred Company in the industry. Today is a demonstration of the actions we are taking towards this direction. Our professional financial consultant team is ready and committed to providing professional financial planning advice and excellent services to our valuable customers,” Ms. Wong concluded.

*\* Conditions and restrictions apply. Please refer to the enclosed leaflet for more details of terms and conditions.*

