



[For immediate release]

AXA Influenza Care Protection Benefit Offers Coverage for Influenza A H1N1 at No Additional Charge

Highlights:

- **Customers who successfully apply for any designated AXA basic plans from 12 May to 30 June 2009 will be eligible to the Influenza A H1N1 coverage at no additional charge**
- **Benefit is payable upon hospital confinement in Hong Kong arising from Influenza A H1N1**
- **AXA offers free hand sanitizers* starting from today**

[Hong Kong, 12 May 2009] – **AXA China Region Insurance Company Limited (“AXA”)** today launches the AXA Influenza Care Protection Benefit which offers coverage for Influenza A H1N1 to customers who successfully apply for any designated basic plans from 12 May to 30 June 2009 at no additional charge.

Upon diagnosis of Influenza A H1N1 on or before 31 December 2009 which leads to hospital confinement in Hong Kong within 30 days after the first diagnosis, eligible customers can enjoy the benefits of hospital cash and hospital expense reimbursement. Details are as follows:

<u>Benefits</u>	<u>Benefit Amount</u>
1. Hospital cash	HK\$500 per day for up to 7 days
2. Extra hospital cash for intensive care unit confinement	HK\$500 per day for up to 7 days
3. Hospital expense reimbursement	Up to HK\$10,000

Ms. Andrea Wong, Chief Marketing Officer of AXA Hong Kong, said, “This fight against the new pandemic is a long battle and we should stay alert, since more and more countries have reported confirmed cases. This timely offer, similar to the earlier AXA 100% Premium Refund Guarantee, yet again demonstrates our sincere effort to provide comprehensive protection to our customers and our care for the community. As always, AXA is attentive to customers’ needs at all times and is prepared to offer support.”

Starting from today, members of the public can redeem a free bottle of hand sanitizer at the AXA Customer Service Centre in AXA Centre, Times Square or Miramar Tower with the coupon from the AXA print advertisement in major newspapers and magazines.

**While stock lasts.*

Note: Conditions and restrictions apply. Please refer to the campaign leaflet for more details of terms and conditions.

About AXA

AXA China Region is a part of AXA Asia Pacific Holdings, a member of the global AXA Group, a worldwide leading organization in financial protection and wealth management. AXA has a history dating back to the early 19th century and commenced business in Hong Kong in 1986. For the year of 2008, AXA's revenues were EUR 91.2 billion and, as of 31 December 2008, its assets under management were EUR 981 billion. In 2007, AXA Group ranked 15th in the FORTUNE GLOBAL 500[®] survey of "The World's Largest Corporations"; and 1st in the "Insurance: Life, Health (Stock)" category. (Source: Ranked by revenues on FORTUNE GLOBAL 500[®], FORTUNE, Vol.158, No.2 July 21, 2008.)

For further information please contact:

AXA China Region Insurance Company Limited (Marketing Department)

Celia Ling	T: (852) 2519 5019	E: celia.ling@axa.com.hk
May Chan	T: (852) 2519 1829	E: may.chan@axa.com.hk
Raey Choi	T: (852) 2519 1814	E: raey.choi@axa.com.hk

OR

Strategic Financial Relations Limited

Vicky Lee	T: (852) 2864 4834	E: vicky.lee@sprg.com.hk
Doris Chan	T: (852) 2114 4950	E: doris.chan@sprg.com.hk
Jacky Choi	T: (852) 2114 4953	E: jacky.choi@sprg.com.hk
Courtney Ngai	T: (852) 2114 4952	E: courtney.ngai@sprg.com.hk