



[For immediate release]

## AXA "Stand By You" Programme Presents Comprehensive Protection with 3 Tiers of Healthcare Offers!

### Highlights:

- Customers who successfully purchase any designated AXA individual life insurance plan(s) from 21 September to 28 December 2009 will be eligible for 3 tiers of healthcare offers.
- AXA offers a free bottle of ready-to-drink health beverage<sup>#</sup>

[Hong Kong, 20 September 2009] – AXA China Region Insurance Company Limited ("AXA") launches the AXA "Stand By You" Programme which presents 3 tiers of healthcare offers to customers who successfully apply for any designated AXA individual life insurance plan(s) from 21 September to 28 December 2009.

**Ms. Andrea Wong, Chief Marketing Officer of AXA Hong Kong**, said, "The outbreak of pandemic flu has awakened Hong Kong people to become more health conscious. At AXA, we care for their health and offer free health beverages and health-related rewards for them. AXA "Stand By You" programme, similar to the earlier AXA H1N1 Influenza Care Programme, yet again demonstrates our effort to provide comprehensive protection and peace of mind to our customers and their families. As always, AXA is attentive to customers' needs at all times and is prepared to offer support."

Details of the AXA "Stand By You" Programme are as follows:

### Healthcare Offer 1

Customers who successfully purchase a new AXA designated life insurance plan that fulfills any of the following conditions, will be eligible for Healthcare Offer 1.

Traditional life insurance plan with annualised premium (HK\$)	Investment-linked insurance plan with annualised premium (HK\$)	Reward <sup>##</sup>
14,000-29,999	25,000-49,999	HK\$368 HealthWorks Seasonal Energy Therapy redemption coupons
30,000 or above	50,000 or above	HK\$588 HealthWorks Immunity Therapy redemption coupons

## **Healthcare Offer 2**

If the policy which is eligible for Healthcare Offer 1 contains any of the following protection series, the customer will additionally receive Healthcare Offer 2.

Medical / Major Illness / Child Accident Protector	Additional reward of HK\$100 Marathon Sports coupon
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## **Healthcare Offer 3**

During the promotion period, if customers who are eligible for Healthcare Offers 1 and 2 refer a family member to successfully purchase any new eligible policies, which shall be entitled to the reward under Healthcare Offer 1, then the customers will enjoy an extra Healthcare Offer 3.

Family offer	Extra reward of HK\$200 Marathon Sports coupon
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Moreover, starting from 21 September 2009, members of the public can redeem a free bottle of HealthWorks ready-to-drink beverage<sup>#</sup> at any AXA Customer Service Centres located in AXA Centre, Times Square or Miramar Tower with the coupon from the AXA print advertisement in major newspapers and magazines.

<sup>#</sup> While stock lasts.

<sup>##</sup> The reward varies for customers in Macau.

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 organisation 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 HK\$987.7 billion \* and, as of 31 December 2008, its assets under management were HK\$10,624 billion\*.

\* Exchange rate of €1 = HK\$10.8302

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