



# Press release

Paris, October 4, 2018

## AXA becomes Official Global Insurance Partner of Liverpool Football Club

AXA reignites its sponsorship strategy and is proud to join forces with one of the most famous names in sport.

The multi-year partnership with English Premier League legends Liverpool Football Club ("Liverpool FC") sees AXA become the club's Official Global Insurance Partner.

In addition to providing excellent global brand visibility and raising AXA's profile among sports fans around the world, the partnership is particularly good news for football supporters in Asia, as it includes a number of exclusive events that will take place in AXA's core markets within the region. These will include various mass participation events around the region, as well as unique opportunities to get closer to the team.

Building on their shared values, AXA and Liverpool FC will create innovative experiences for clients, partners and fans in Asia, as well as making meaningful contributions to the local communities in which they both operate. Working closely with Liverpool FC's players, manager, coaches and health professionals, AXA will also create unique and relevant content that will help support the shared goal of promoting a healthy lifestyle, delivering on the AXA brand purpose of empowering people to live a better life.

*"I am delighted to announce this long-term partnership with Liverpool FC, which comes at a particularly exciting moment for AXA as the Best Global Brand ranking, announced by Interbrand today, recognized AXA as the #1 insurance brand for the 10th year in a row. Like us, Liverpool are leaders in their field, renowned for their long and proud history, strong sense of community and relentless pursuit of excellence. We therefore look forward towards achieving shared successes, both on and off the field, as we continue to ensure our customers will 'never walk alone'",* said **Thomas Buberl, Chief Executive Officer of AXA.**

*"Liverpool FC is one of the most illustrious names in the world of sport, with a huge and fiercely loyal following across Asia. Not only will this partnership create new opportunities for our customers, agents, employees and members of our local communities to interact with players from both the men's and women's teams, but it will also allow us to leverage the expertise of Liverpool FC's world-class professional health experts and academy coaches to provide unique, money-can't buy experiences",* added **Gordon Watson, CEO of AXA in Asia.**



*“We are very happy to welcome such a prestigious and ambitious brand to our football family as our newest global partner and our Official Insurance Partner. We would like to extend our congratulations to AXA on being the number one insurance brand in the world for the 10th year running. With this award, AXA has continuously proven its dedication to service excellence and strives to be a true partner for life for its customers. As a world-leader in its industry, AXA shares our ambitions and values, which will provide the foundations for a special long-term relationship. Together we’ll work towards bringing to life really special experiences for our fans around the world”,* said **Billy Hogan, Managing Director and Chief Commercial Officer, Liverpool FC.**

#### ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 105 million clients in 62 countries. In 2017, IFRS revenues amounted to Euro 98.5 billion and IFRS underlying earnings to Euro 6.0 billion. AXA had Euro 1,439 billion in assets under management as of December 31, 2017.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISIN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA’s American Depositary 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.

This press release and the regulated information made public by AXA pursuant to article L. 451-1-2 of the French Monetary and Financial Code and articles 222-1 et seq. of the Autorité des marchés financiers’ General Regulation are available on the AXA Group website ([axa.com](http://axa.com)).

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