

AXA

PRESS RELEASE

PARIS, 15 APRIL 2014

AXA is partner of the first edition of the *Hello Tomorrow Challenge*, an international start-up competition

- > The ***Hello Tomorrow Challenge*** aims to support young European entrepreneurs who are trying to address some of today's major global problems thanks to new technologies
- > This partnership is part of AXA's support to innovation and entrepreneurship

AXA is partner of the first edition of the ***Hello Tomorrow Challenge***, an international event which has been running a competition for the past three months between more than 2,000 projects in over 30 countries. It brings together the most promising start-ups of tomorrow in the areas of research and technology.

"We are very happy to be a partner of the first edition of the Hello Tomorrow Challenge, an initiative which illustrates our drive to support the development of innovation in Europe. This is a good opportunity to provide financial support to talented European start-ups, but also to develop areas of collaboration between our Group and creative and agile structures" said **Frederic Tardy, Group Chief Marketing and Distribution Officer of AXA.**

There are 5 categories: Energy, Biotech/Medtech, Big Data, IT Com, Hardware robotics, each of which includes 5 selected teams. The 25 selected teams will have the possibility to present and support their project in front of a jury of professionals and investors on the **18th of April in Paris**, during the **"First Day of Tomorrow"** that will be held in *la Cité des Sciences et de l'Industrie*.

Overall, this challenge has €400,000-worth of awards to support entrepreneurs, and the grand winner receives a 100,000€ prize.

After the competition, a comprehensive plan will be put in place to accompany the winner and the finalists and support them throughout their company's development (incubation, crowdfunding...).

For more information about this event: <http://www.hello-tomorrow.org/>

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 157,000 employees serving 102 million clients in 56 countries. In 2013, IFRS revenues amounted to Euro 91.2 billion and IFRS underlying earnings to Euro 4.7 billion. AXA had Euro 1,113 billion in assets under management as of December 31, 2013.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN 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.

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