



CÔTÉ AXA

AXA Group shareholders' newsletter

No. 33 - October 2018

Transformation, growth and profitability

“AXA delivered a very strong operating performance in the first half of 2018, with a 6% increase in underlying earnings per share, towards the top end of our Ambition 2020 target range. Our simplified operating model is bearing fruit. This year, we have taken major steps in our transformation journey. We have also announced innovative partnerships with ING and Uber to deliver a significant step change in the future of insurance solutions”

Thomas Buberl, AXA's Chief Executive Officer



2018 half-year earnings: transformation, growth and profitability

Thanks to a strong increase in technical profitability across all its businesses, AXA delivered a very good performance in the first half of 2018.

Total revenues and new business volumes are up 3% and 8% respectively, notably due to strong growth in France. Underlying earnings climbed 9% to Euro 3.3 billion, with underlying earnings per share growth of 6%* to Euro 1.33. With an adjusted return on equity of 15.6% and a Solvency II ratio of 233%, this performance is towards the top end of our Ambition 2020 target range.

We recorded a strong growth dynamic across our geographies, especially in France and Europe, and in our preferred segments.

Protection new business volumes are up 10%, with revenue growth of 2% and 7% respectively for P&C commercial lines and the health business.

Following a year marked by some pivotal choices in 2017, 2018 is focused on execution. In the first six months of 2018, AXA took major steps forward with its transformation journey through the successful listing of its US life and saving business and its acquisition of the XL Group.

These operations and the transformation of the Swiss group life business, as well as the

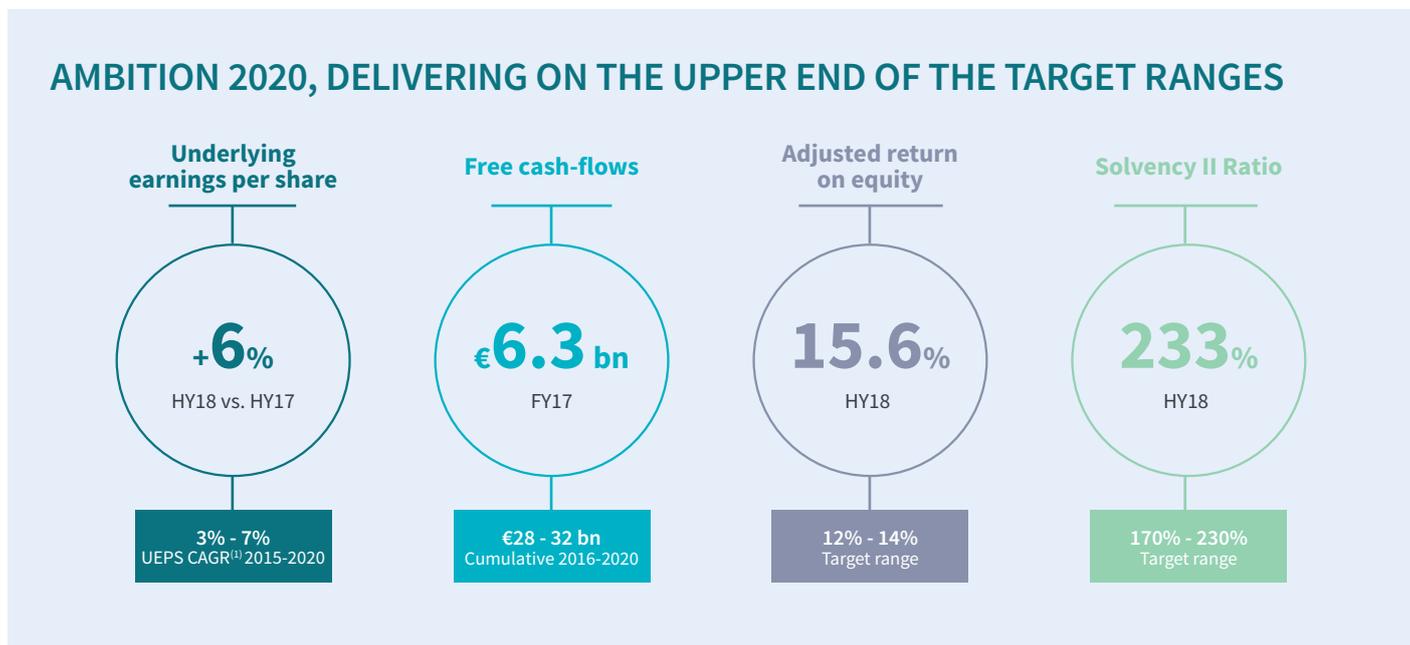
potential disposal of AXA Life Europe, have enabled the Group to reduce its financial risk exposure.

They highlight the acceleration of the transformation of its risk profile, in line with the Ambition 2020 strategic plan.

AXA also announced that partnerships have been set up with ING, Uber and BlaBlaCar, paving the way for AXA's products and services to accompany changes in our society: new protection standards, new forms of mobility, new distribution platforms.

* On a reported basis

Changes on a comparable basis unless specified otherwise



(1) Compound Annual Growth Rate: average annual rate of growth, change on a reported basis



AXA Assistance, over 50 years of expertise

As part of its Shareholders' Circle events, AXA organized a conference on the assistance business. This activity has developed since the late 1950s, when travel became more widespread, leading to new protection needs. Insurers therefore introduced a range of assistance services to help travelers in difficulty.

These services are now inseparable from the insurance business. In addition to the insurer paying out compensation for damages, the “assister” provides help for customers to support them and minimize the impact of these damages on their lives.

Assistance within the AXA Group dates back to 1959, when GESA in Spain invented legal assistance for tourists and pioneered the development of medical repatriation and vehicle assistance. This business changed its name to AXA Assistance some years later, in 1998, when AXA and UAP merged.

For the teams at AXA Assistance, this is more than just a job, it is a calling. Their mission is to look after their customers, protect them at all times and support them at each stage in their lives (protection and health lifecare services, management of home and vehicle

emergencies, travel insurance / assistance, repatriation, etc.).

Thanks to AXA Assistance's crisis management expertise, its teams are trusted partners for customers facing difficult situations. Through regular training and tests with simulation exercises, the assistance teams are ready to cope with a wide range of scenarios.

Today, AXA Assistance has over 8,000 employees operating out of 33 centers. Capitalizing on this footprint and its international network of providers, they can rapidly intervene anywhere in the world.

These outstanding assets have established AXA Assistance as a world leader in its business, with revenues of Euro 1.6 billion, over 15 million cases handled and more than 13,000 repatriations carried out in 2017.

▶ To learn more, visit www.axa-assistance.fr



CASE STUDY: JULIE, SUPPORTED BY AXA ASSISTANCE

Monday, 15:00

During a school trip to Romania, Julie*, 17, has a stroke. Her teacher contacts the emergency services and Julie is transported to an emergency department.

Monday, 19:00

Julie is treated at a hospital in Romania. Her teacher contacts AXA Assistance. AXA Assistance's medical experts discuss her case with the doctors on-site and find out about the medical structure treating Julie to ensure she receives the best possible care.

Tuesday, 15:00

The medical experts decide to repatriate Julie to a French hospital. AXA organizes her transfer and coordinates the ambulances and plane in line with the doctors' recommendations. Throughout the journey, the young girl's parents receive continuous updates and she is constantly supervised by doctors who will be able to provide a full report on arrival.

Two weeks later

Julie can return to school despite her health issue.

*The name has been changed



Becoming the preferred partner for platforms

Digital platforms are revolutionizing the way AXA can reach its customers and meet their needs, making it possible to have more frequent exchanges with them and take our role beyond simply being a bill payer.

Hence, AXA aims to become the preferred partner for the platform economy. In line with this ambition, its partnerships with Uber and BlaBlaCar have been further strengthened this year to offer protection for self-employed digital professionals and support new forms of mobility. Alongside this, AXA has signed a major partnership deal with ING to deliver a significant step change in the future of digital insurance solutions. These initiatives illustrate the Group's ability to provide millions of new customers with innovative products that are effectively aligned with their lifestyles.



AXA and BlaBlaCar have jointly developed BlaBlaSure, an insurance offer for ridesharers

This fully digital groundbreaking car insurance offer is available to BlaBlaCar members who own a car registered in France. They can get a quote directly on the ridesharing platform and choose one of three levels of cover: third party and windows / windscreen cover; intermediate, including theft and fire cover; comprehensive cover.

AXA and BlaBlaCar are working together to extend this service and open it up to BlaBlaCar members in other European countries.

This takes further the partnership between AXA and BlaBlaCar. Since 2015, it offers the platform members assistance services and the option to buy back the deductible for ridesharing journeys.



AXA and ING set up a long-term and exclusive, multi-country bancassurance partnership



It aims to provide insurance products and related services through a central digital insurance platform. This partnership combines ING's experience as a leader for online banking services and AXA's expertise with developing innovative insurance products.

The teams from the two groups will work together to develop personalized insurance products and relevant services. These products and services will be available through the ING mobile app. Based on this platform, AXA will be able to offer property and casualty, health and protection insurance solutions to ING customers in six countries: France, Germany, Italy, Czech Republic, Austria and Australia.

**UBER**

AXA and Uber enrich their partnership to help everyone benefit from optimum protection for themselves and their families

Building on their successful 2017 partnership, Uber and AXA announced the expansion of benefits to all Uber's independent partner drivers and couriers across Europe.

Since June 1, Uber, in partnership with AXA, has been able to offer Partner Protection - a range of cover including accident, injury, illness, and parental benefits - for drivers and couriers when they are on and off the Uber app in European markets. Funded by Uber, Partner Protection will be available at no cost to all eligible drivers and courier partners.

Uber and AXA have also signed a memorandum of understanding to build a joint affinity marketplace for independent workers. To ensure total peace of mind and security for independent workers, Uber and AXA, through this platform, will offer a full set of personalized solutions tailored to the different profiles and needs of each partner driver or courier, including injury protection, income protection, family protection, health cover, retirement and savings.



“These partnerships represent another key step in AXA’s transformation, fully aligned with our payer-to-partner strategy. They will enable us to build innovative insurance solutions and services and create more frequent interactions with our customers”

Thomas Buberl, AXA’s Chief Executive Officer

AXA share price evolution

The successful completion of AXA Equitable Holdings Inc.'s IPO in May 2018 helped answer the questions surrounding the financing of the XL Group acquisition that had undermined AXA's share price since the operation was announced at the start of March 2018. AXA share price has also benefited from the release of Group's half-year earnings, viewed as a very solid performance by analysts, although without returning to its level from the start of the year.

Global trade tensions - including fears of a trade war between China and the US - and the economic and monetary situation in certain emerging countries such as Argentina, Turkey and South Africa have affected the financial markets and AXA's share over the last few months.

AXA's share price was Euro 22.00 on September 5, 2018, down 3% year-on-year (dividends reinvested), compared with +7% for the European insurance sector and the CAC 40 over the same period.

AXA SHARE PERFORMANCE
(dividend reinvested)



Source: Bloomberg, September 5, 2018

CÔTÉ AXA GOES GREEN

With 8 million tons of plastic ending up in the oceans each year, the treatment of plastic waste is a serious environmental issue. Because we can all make a difference, AXA has decided to replace the plastic wrapper that was previously used to protect your Côté AXA with a recycled and recyclable paper envelope that is more in line with the Group's corporate responsibility policy.

Still, AXA consumes and ships 1.7 tons of paper for its shareholders' newsletter. To reduce this consumption, we would like to send out digital copies of Côté AXA when possible. To help make this happen, you can take action by sending us your email address.



Contact us on +33 (0)800 434 843
or at actionnaires.web@axa.com.

2018 calendar

November 6

2018 9 MONTHS
ACTIVITY INDICATORS

November 14

CULTURAL CONFERENCE ON JOAN MIRÓ AT AXA'S HEADQUARTERS, 8:30AM

November 19

SHAREHOLDERS' MEETING IN TOURS, 6PM

November 22

SHAREHOLDERS' MEETING IN METZ, 6PM



Attended by Thomas Buberl, with a presentation of the strategy and exchanges with shareholders.

November 27

SHAREHOLDERS' MEETING IN MARSEILLE, 6PM

See all our events at:
axa.com/en/newsroom/events

CONTACT US

Individual shareholders

AXA - Individual Shareholder Relations
25, avenue Matignon - 75008 Paris

0 800 434 843 Service & appel gratuits

From abroad: +33 (0) 1 40 75 48 43
Email: actionnaires.web@axa.com

Registered shareholders

For all requests related to your pure registered account, please contact:

BNP - Paribas Securities Services
Corporate Trust Services
Relations actionnaires AXA
Les Grands Moulins de Pantin
9, rue du Débarcadère - 93761 Pantin Cedex

0 810 888 433 Service 0,06 € / min + prix appel

From abroad: +33 (0) 1 40 14 80 00
Email: axa_relations@bnpparibas.com

Head of publication:
AXA Group Communications
Photo credits: Benjamin Boccas, Stephen Laemlin,
All rights reserved