

AXA appoints a new Group Marketing & Distribution Director

Paris, September 25, 2009

Olivier Mariée is appointed Marketing & Distribution Director of the AXA Group. He will succeed to Marc Raisière as of December 1st, 2009, and will report to Claude Brunet, member of the Management Board in charge of Transversal Operations, Marketing, Communication and Human Resources.

The Group Marketing department was created in October 2006. Its mission is to make customer expectations the focus of the Group's organization, by encouraging the development of innovative products and services, and the dynamism of distribution networks. After the successful launch of the new brand positioning in almost all AXA business units over the last year and a half, the challenge now is to accelerate the development of the offer and services which will help AXA differentiate itself sustainably in the eyes of its clients.

Olivier Mariée joined AXA in 1992. He successively held several responsibilities such as head of Private Banking for AXA Investment Managers, Director of Client Services in AXA Life Japan and Senior Vice President of Customer Care and Distribution in AXA Group Headquarters in Paris. He joined AXA UK's Executive Committee as Marketing and Communications Director in September 2006. Olivier Mariée is a graduate of French business school Institut supérieur de gestion.

Marc Raisière has held the position of AXA Group Marketing Director since 2007. He was previously Technical and Marketing Director, P&C/Life/Bank at AXA Belgium for seven years. As of December 1, 2009, he will become a member of AXA France Executive Committee and appointed CEO of AXA France Solutions. He will also hold the positions of Chairman of the Supervisory Board of AXA Banque, and head of the Gestion Privée et Partenariats Financiers business unit. Marc has also worked at Banesto and Fortis. He holds BS degrees in mathematical science and actuarial science from Louvain University (Belgium), as well as a marketing degree from Brussels' Solvay Business School.

About AXA

AXA Group is a worldwide leader in Financial Protection. AXA's operations are diverse geographically, with major operations in Europe, North America and the Asia/Pacific area. For 1H09, IFRS revenues amounted to Euro 48.4 billion and IFRS underlying earnings to Euro 2.1 billion. AXA had Euro 967 billion in assets under management as of June 30, 2009.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISIN FR0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). The American Depository Share is also listed on the NYSE under the ticker symbol AXA.

This press release is available on the AXA Group's website: www.axa.com

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