AXA ANTICIPATES, PROTECTS AND CARES FOR AFRICA

Diamond Sponsor of the Africa CEO Forum

redefining / standards

"PRESENT IN 59 COUNTRIES, THE 161,000 EMPLOYEES AND DISTRIBUTORS OF AXA ARE COMMITTED TO SERVING 103 MILLION CLIENTS."

Dear Africa CEO Forum participant,

We at AXA are proud to sponsor this 4th edition of the Africa CEO Forum, the first one to be organized in Africa – in Ivory Coast – where we have a long-standing presence.

AXA's mission is to help people live their lives with more peace of mind by protecting them, their family, and their property against risks. As a company whose purpose is to protect people, we have a responsibility to leverage our skills, resources, and expertise to build a stronger and safer society.

AXA is the number one global insurance brand and has been so for the last seven consecutive years. Present in 59 countries, the 161,000 employees and distributors of AXA are committed to serving 103 million clients. Our areas of expertise span across insurance lines: property-casualty, and life-health-savings – through which we provide tailored prevention and protection solutions to our clients in a fast-changing risk landscape.

AXA runs operations in eight African countries: Algeria, Cameroon, Egypt, Gabon, Ivory Coast, Morocco, Nigeria, and Senegal. We have, thanks to the skills and dedication of our local teams, managed to substantially grow our presence on the continent. In 2015, we generated more than €676 million in revenue from our African operations. We also know that Africa has strong potential to continue to grow, and we want to be a key player in enabling this growth.

The CEO Forum – as the foremost international forum for African CEOs, investors, and partners – constitutes for us an opportunity to strengthen and extend our ecosystem on the continent; not only in markets where we are present today, but also in new markets.

Together with all organizers and participants, we hope to contribute to making this 4th edition of the Africa CEO Forum a success for the whole continent.

Jad Ariss
CEO of AXA Middle East and Africa

AXA GROUP OVERVIEW

With more than 103 million customers in 59 countries, AXA provides a distinctive business portfolio with three areas of expertise – Property & Casualty, Life-Health-Savings, and Asset Management.

The AXA range of products and services are adapted to the needs of each client. Our 161,000 employees and distributors are committed to managing the savings and assets of our clients, and to give them peace of mind by protecting them against property risks.

The AXA Group creates value while earning the confidence of our clients through innovation and engagement.

AXA is the world's leading insurance brand and has more than 30 years of international experience. We are also fully involved in the African market, and with our clients and partners in Africa.

161,000
employees and distributors

103
million customers worldwide

1st
insurance brand for the 7th consecutive year

59
countries worldwide

AXA, A PARTNER FOR AFRICA'S GROWTH

8 countries

Top 5 market position in 7 countries

7,400 employees and agents

€676 M revenue in 2015

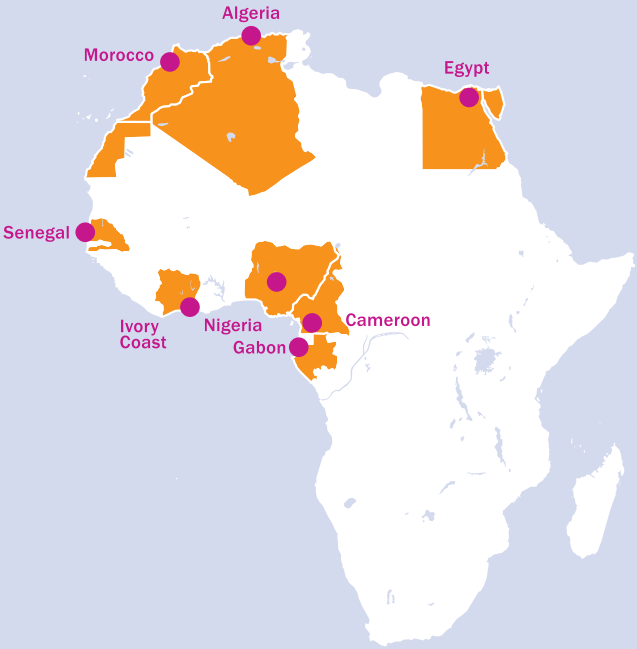
AXA has a strong African presence which goes back more than twenty years. We have operations in eight African countries, and hold a top five insurance market position in most of these countries.

Africa is a key growth market for the AXA Group. In the last few years, we have significantly strengthened our presence on the continent – both through strategic acquisitions and the launch of a greenfield operation.

– We announced a €75 million investment and strategic partnership with Africa Internet Group (February 2016).
– We launched AXA in Egypt; its development was then accelerated through the acquisition of 100% of CIL and the signing of a bancassurance agreement with CIB (May 2015).
– We took a 7% stake in Africa Re, a leading Pan-African reinsurer (March 2015).
– We acquired 77% of Mansard Insurance, the 4th largest insurance company in Nigeria (now branded AXA Mansard) for €198 million (November 2014).

AXA is a long-term investor in Africa and looks beyond pure business interests: we have a strong commitment to play a role in the development of the continent as a whole. This is why we have devised a strategy, leveraging our expertise and experience to the continent's development, along 3 axes.

These three axes are partnering with African and global institutions, designing products to meet local needs, and investing in the future.



AXA insurance presence

PARTNERING WITH AFRICAN AND GLOBAL INSTITUTIONS

AXA is committed to our partnerships with African and global institutions. Through these business relations we have a strategic foothold in the most important sectors.

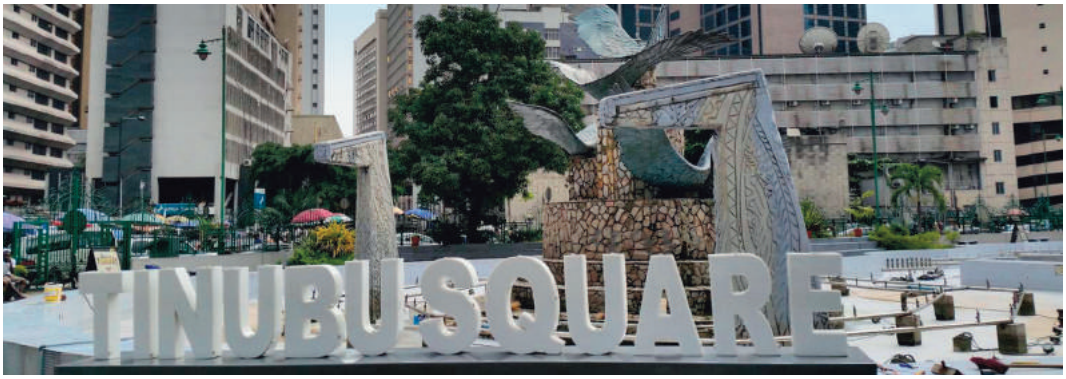
AXA works closely with African reinsurer Africa Re. Africa Re is a reinsurer founded by 36 member States of the Organization of African Unity (OAU) and the African Development Bank, with the aim of reducing the outlow of foreign exchange from the continent. AXA has a 7.15% stake in Africa Re. By transferring part of its premiums to African reinsurers, keeping these premiums in Africa, AXA stimulates investment in long-term development projects.

AXA is an active participant in the African Risk Capacity (ARC) Initiative. This Initiative makes use of the natural diversification of weather patterns across Africa to allow countries to manage their risk in a financially efficient manner. Kenya, Mauritania, Mozambique, Niger and Senegal are currently covered by ARC.

AXA also has a partnership with the International Finance Corporation (IFC) for insurance projects in developing countries. AXA and the IFC collaborate in the areas of investment in local insurance companies, road safety, and insurance for women (as customers and distributors). We also collaborate on infrastructure development, responsible investment, and micro-insurance.

DESIGNING PRODUCTS TO MEET LOCAL NEEDS

A key aspect of our involvement in the African market is the provision of micro-insurance products. These products facilitate direct insurance access to our clients and improve the safety and security of their lives.



In Nigeria, AXA Mansard partnered with a telecommunications company to launch an innovative micro-insurance product called MTN Y'ello Life. This airtime-based life insurance service offers daily or weekly plans to customers. 900,000 customers are already covered. MTN Y'ello Life covers medical expenses and permanent disability insurance arising from accidents, as well as payments to a beneficiary in the case of death as a result of for example an accident or illness.

AXA has a significant stake in MicroEnsure, a leading mobile micro-insurance specialist with a strong presence across Ghana, Kenya, Malawi, Nigeria and Tanzania.

Another micro-insurance partner is Albaraka, a large microcredit association with 178 agencies and 130,000 active clients in Morocco. Through this partnership, AXA Morocco provides affordable insurance cover for death, hospitalization, flood, and fire.

DIGITAL INSURANCE PRODUCTS

A recent partnership with Africa Internet Group (AIG) makes AXA the exclusive provider of insurance products and services through Jumia and other AIG online and mobile platforms in Africa. AXA in Africa will provide custom-made insurance products to Jumia and AIG's e-commerce client base through its ecosystem of marketplaces and classified services. AXA owns approximately 8% of the capital of AIG.

INVESTING IN THE FUTURE

AXA contributes to infrastructure development in Africa. We focus on electricity supply generation, and also invest in projects that provide essential services to the population or the economy. Our projects are connected to the social, business, and political network of the continent.

AXA is an investor in Leapfrog Investments. Leapfrog is a private equity fund that specializes in equity investments in insurance and related financial services targeting under-served populations in Africa and Asia. Leapfrog is a leader in profit-with-purpose investing, building companies that maximize financial and social returns.

AXA Real Estate Investment Managers work closely with the International Finance Corporation (IFC) in the sourcing of investment deals.

AXA is also an investor in Amethis Finance. Amethis is a private equity fund specialized in mid-sized African companies. It aims to foster long-term ties with well-established, high-growth African businesses with long-term capital needs.

AXA is an investor in Eranove, a leading West African utility company with operations in power generation, transmission and distribution, as well as water production and distribution.

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