



Press release

Paris, June 15, 2022

AXA announces the launch of a strategic program to develop a Digital Commercial Platform

- A hub for cutting-edge protection and services for commercial clients
- Two initiatives already operational with a pipeline of new offers to be added over time

AXA today announces the launch of a strategic program to build a **Digital Commercial Platform**. This platform will aggregate different services to transform AXA's value proposition to better serve its commercial customers, in line with AXA's Driving Progress 2023 strategic plan.

The ambition of the Digital Commercial Platform is to fully leverage the combination of real time data and analytics collected through satellites, drones, sensors, with AXA's expertise in risk prevention services and the Group's underwriting and claims capabilities. We aim to build an ecosystem of new services to tackle evolving protection needs of corporate clients.

The Digital Commercial Platform will feature two initial programs:

- **AXA Smart Services**, a network providing risk insights, risk management capabilities and new services to support commercial clients. With this ecosystem, AXA is building smart services for internal and external clients, leveraging existing capabilities and new assets, in close collaboration with selected partners. It will, for example, offer clients the opportunity to monitor, in real time, all their assets, both fixed and in-transit, while also providing them access to tailored prevention and value-added services.
- **AXA Climate**, a science and data based open ecosystem that provides a spectrum of sustainability services, including training, consulting, insurance, and financing, for large corporate customers, and public and financial institutions. One such service is the « Climate School », a digital learning platform allows large corporates to upskill their employees and prepare their business for a sustainable transition. After just one year of operation, the « Climate School » has signed up more than 40 large corporates as clients and is being used to train more than 5 million employees.

"We are at a tipping point in our innovation strategy. After having accelerated the development of our expertise and our culture of innovation throughout the company, we now want to integrate a comprehensive, data driven ecosystem of services across our key markets aligned with our main strategic



priorities. *The Digital Commercial Platform is a quintessential embodiment of this strategy, like the Digital Healthcare Platform that we successfully launched last year across Europe. Both initiatives signal a new step in our innovation journey aiming at continuously improving our offers and services for our clients*”, said **Georges Desvaux**, Chief Strategy and Business Development Officer of AXA.

“Our ambition is to develop an innovative global solution that provides value to our commercial lines clients through protection and prevention. We recognize that traditional insurance is no longer the sole answer to our clients’ evolving risks. With Digital Commercial Platform, we are building a platform for insurance and risk management services that will transform our value proposition and the way we operate to serve our clients. We believe that this is increasingly what clients need and will look for from their insurance partner”, commented **Scott Gunter**, Chief Executive Officer of AXA XL.

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 149,000 employees serving 95 million clients in 50 countries. In 2021, IFRS revenues amounted to Euro 99.9 billion and underlying earnings to Euro 6.8 billion. AXA had Euro 1,051 billion in assets under management as of December 31, 2021.

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.

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](https://www.axa.com)).

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