

# AXA & women's sports, a story of commitment



## **Editorial by Ulrike Decoene,** Group Chief Communication, Brand and Sustainability Officer

Why is AXA supporting women's sports? At first glance, it might seem surprising. Yet, our commitment to women's sports is a natural extension of its mission: to protect and empower individuals to live better lives. By supporting women's sports, AXA is not only championing athletic excellence but also contributing to a broader societal transformation. This partnership is about more than medals. It is about breaking barriers, challenging stereotypes and creating a more inclusive world.

The statistics are clear: 36% of women do not get enough exercise to maintain good health<sup>\*</sup>. This is not just a personal issue; it's a societal one. Physical activity is essential for mental and physical well-being, yet many women face barriers to regular exercise, from lack of time to societal expectations. Women are indeed twice as likely to stop practicing sports after becoming parents, and 30% of women report being less active during their menopause years (ages 45-54). As an insurer, we have a responsibility to pro-



mote physical and mental health as well as well-being. After all, a healthy individual is a resilient one. More importantly, we believe that being a woman shouldn't be a risk. All around the world, women are disproportionately impacted by risks and we, as an insurer, have a responsibility to do more, by supporting them at every stage of their life, as our last campaign "Keep on Kicking" shows, despite the high dropout rates.

By supporting women's sports, we are not only backing athletes but also inspiring a generation to move, dream, and achieve. This is why we chose "Know you can" as a brand signature back in 2019 and put this promise at the heart of our strategic ambition. We believe that sports is a powerful lever for societal progress. Female athletes are not just competitors; they are role models, educators, and changemakers. Their stories inspire millions, challenge outdated norms, and pave the way for a more healthy and inclusive society.

We are committed to encouraging daily physical activity through our services, partnerships and prevention campaigns. Through giving women in sports the visibility they deserve, as for example sponsoring both men and women football teams for our partnership with Liverpool FC and supporting UEFA Women's EURO 2025, we empower women to take charge of their health. Because when women thrive, society thrives too.

Moreover, championing women's sports is also about addressing health inequalities. It means moving beyond the gender stereotypes that persist in our society and ensuring that every woman, regardless of her circumstances, has access to the resources and opportunities needed to lead an active and healthy life. AXA is determined to play a role in this change.

This press kit highlights our unwavering commitment to supporting women's sports and promoting their health and well-being worldwide. It showcases the significant initiatives we've undertaken and the impact we aim to create since our "Know You Can" launch and beyond. As we look to the future, AXA is dedicated to driving change and fostering an environment where every woman can thrive, both in sports and in life. I wish you a good read.



## A commitment to women, regardless of their age



## **Campagne Keep on Kicking**

Throughout their lives, women must face the challenges as their bodies change (adolescence, motherhood, menopause). These pivotal moments are when staying active is most essential, helping to boost their health and enhance their quality of life.

Yet, it is also in these moments, when they need it the most, that they put sports aside:

- Despite the evidence of clear benefits, by the age of 14, girls drop out of sports at twice the rate of boys;
- Women are twice as likely to stop practicing sport after becoming a parent,
- 30% of women say they are less active during their menopause years (45-54years).

At AXA, we are convinced that sports should not be interrupted. As we look ahead to the UEFA Women's Euro 2025, our «Keep on Kicking» campaign encourages women to stay active. This campaign is even more important for AXA because, according to the WHO, 85% of adolescent girls do not engage in sufficient physical activity. We are therefore at the forefront of promoting the practice of sports to improve women's health and quality of life.

Additionally, AXA UK proudly champions Women's Walking Football - the low-impact format of the game that's perfect for women of all ages, driven by resilience, confidence and community. We're also helping make the game more inclusive by providing grants to teams and making this game accessible to all. United by shared cancer journeys, the Kicking Cancer Team shows that Women's Walking Football is more than just a game. Their journey is about resilience, camaraderie, and proving that strength isn't just about physical endurance – it's about having the confidence to Keep on Kicking.

More information: Being a woman shouldn't be a risk | AXA

## **Key figures for AXA's commitment**



#### AXA Group

Supported athlete: **Serena Williams** Start date of support: 2019-2019

Supported organization: Liverpool FC – Liverpool FC Women - Men's, Women's & Youth's teams Start date of support: 2018-present

#### AXA XL

Supported organization: Ladies Professional Golf Association (LPGA) Start date of support: 2017-present

> AXA Belgium Supported athlete: Nafi Thiam, heptathlete Start date of support: 2019-present

AXA UK Supported athlete: Amy Conroy, wheelchair basketball player Start date of support: 2021-2024

Supported athlete: **Cat Burford, climbing** Start date of support: 2024-present AXA Luxembourg Supported organization: Luxembourg Handball Federation Start date of support: 2018-present

Supported organization: Luxembourg Rugby Federation Start date of support: 2018-present

Supported organization: Luxembourg Ice Hockey Federation Start date of support: 2019-present

Supported athlete: **Christine Majerus, cycling** Start date of support: 2018-2024

Supported athlete: Lis Fautsch, fencing Start date of support: 2017-2021

Supported athlete: **Kimberly Netling, karate** Start date of support: 2018-2021

#### AXA Switzerland

Supported organization: Swiss Women's Football League Start date of support: 2020-present

Supported organization: **UEFA Women's EURO 2025** Start date of support: 2025-2025 AXA South Korea Supported organization: Korea Tennis Association Start date of support: 2021-present

AXA Türkiye Supported athlete: ilke Özyüksel, pentathlete Start date of support: 2022-present

Supported organization: Women's Volleyball League Start date of support: 2020-present

Supported athlete: Bengisu Avcı, swimmer Start date of support: 2024-present

AXA Spain Supported athlete: Núria Marquès, Paralympic swimmer Start date of support: 2020-present

**AXA Mexico** 

2022-present

2022-present

Supported athlete:

Supported athlete:

Start date of support:

Daniela Gaxiola, cyclist

Start date of support:

Antonieta Gaxiola, cyclist

Supported organization: Liga AXA de Natacion Paralimpica Start date of support: 2022-present

AXA Cameroon Supported organization: Serge Betsen Academy Start date of support: 2021-2021

AXA Germany

Supported organization: Germany Organisation for Athletes with disabilities (BRSNW) Start date of support: 2024-present

> Supported athletes: 100 girls and women football teams identified by AXA Germany's network of tied agents Start date of support: 2025-present

AXA Philippiness Supported organization: NBA & Women's NBA Start date of support: 2017-present



## AXA Group: Liverpool FC W

### Victories

- FA Women's Super League Champions: 2 titles (2013, 2014)
- FA Women's Championship Winners (Second Division): 4 titles (2003-04, 2006-07, 2009-10, 2021-22)



AXA's partnership with Liverpool FC and Liverpool FC W started in 2018, reflecting its ambition to be a customer partner aligned with its Purpose: Acting for human progress by protecting what matters. When people feel protected, they gain confidence both as individuals and as part of a team.

Women and girls still live in a world that was not built for them. As a result, their needs are often overlooked, leading to disadvantages in many areas of life. From medical research to crash test dummies, many systems and norms have been created based on the needs of men - with serious consequences for women and girls. Sport - and football in particular - is a powerful example. For most of its history, football has been considered a men's sport: organized by male-dominated institutions and primarily aimed at a male audience.

This collaboration embodies AXA's brand promise, 'Know You Can,' and aligns with Liverpool FC's anthem, 'You'll Never Walk Alone.' Built on shared values, both AXA and Liverpool FC operate with integrity and courage, adhering to strong moral principles. As a Training Partner, we aim to promote well-being and a healthy lifestyle from the outset. In a context where women's football highlights many of the structural barriers that girls and women face in reaching that stage (limited access to training, societal expectations about which sports are "appropriate" for girls, the challenge of balancing athletic ambitions with life responsibilities that still disproportionately fall on women, and a lack of research on training science and injury prevention for female athletes - resulting in significantly higher injury rates and longer recovery times), AXA is proud to help give female football players the stage and visibility their sports deserves.

In September 2023, AXA reinforced its commitment to gender equality by inaugurating the AXA Melwood Training Centre for the Liverpool FC Women's team. This important step in women's football strengthens AXA's partnership with Liverpool FC, as it becomes the naming partner of this premier facility.

The AXA Melwood Training Centre is more than a training ground; it serves as a new home for the women's team to develop their skills and pursue new achievements.

Natasha Dowie, Liverpool Football Club Ambassador, about this partnership: "Liverpool has always been a club that's inclusive, and AXA's philosophy matches that. Whether it's the women's team or the men's team, we have a one-club mentality and that's the same at AXA."



## AXA Mexico/Cycling: Antonieta Gaxiola and Daniela Gaxiola

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Antonieta Gaxiola

- 2023 Silver medal Pan American Games
- 2020 Mexican National road race champion

Daniela Gaxiola

2023 Gold medal Pan American Games
2016 Pan American track champion



At AXA Mexico, we take pride in collaborating with athletes whose values align with our «Know You Can» philosophy-Trust, Courage, and Self-Belief.

These athletes excel in various disciplines across Mexico, embodying the resilience and determination that inspire future generations. Their journeys showcase the diversity and strength of Mexican sports and serve as powerful examples of perseverance and excellence.

We see significant potential in the growth of their personal brands, which aligns with AXA's strategic vision in Mexico. Together, we are fostering a partnership that amplifies shared values and drives mutual success.

The Gaxiola sisters exemplify these principles through their personal and professional journeys.

In 2023, AXA launched the local campaign "Mi Fórmula del Éxito," featuring Daniela Gaxiola as a new ambassador alongside Antonieta.

In 2024, AXA expanded internationally as the Gaxiola sisters represented the brand at a premier cycling event in Europe under the UCI banner. During the 2024 Olympic Games, AXA supported Daniela's participation through dynamic social media engagement, while Antonieta contributed to seasonal content promoting the empowering message of Know You Can.

"Having AXA as an ally means knowing we're supported-not just as athletes, but as women, sisters, and professionals," shared the Gaxiola sisters during a recent event.



## Spain/Swimming: Partner of the Paralympic swimming league with Núria Marquès

## Victories

- Gold medal in the S9 400m freestyle at the 2016 Rio Paralympics
- 4 gold medals world Championships titles
- 5 gold medals European championships titles
- Silver medal in the S9 400m freestyle at the 2024 Paris Paralympics



In 2019, Núria Marquès, paralympic swimmer, has been appointed as the new brand ambassador for AXA in Spain, strengthening the partnership that began with the creation of the AXA Team of Paralympic Promises in Swimming in 2011. The agreement coincided with AXA's new brand positioning, "Know You Can". This partnership is the natural result of our commitment to an athlete

who has demonstrated that with effort, determination, and preparation, anything is possible.

Núria Marquès, about this partnership: "My entire sports career has been linked to AXA, from the training camps when I was little with the AXA Promises team to today"



## Belgium/Athletics: Nafi Thiam, Belgian heptathlon champion

### Victories

- 3 Olympic champion titles
- 2 World champion titles
- 3 European champion titles



At the end of 2019, Thiam became a brand ambassador for AXA and a leading figure in the international 'Know You Can' campaign for a duration of five years. Staying true to the 'Know You Can' philosophy, both partners wished to continue their collaboration beyond 2024. It has therefore been agreed that Nafi Thiam will remain a brand ambassador for AXA throughout her sports career. Furthermore, AXA is committed to supporting her in the later stages of her life.

Nafi Thiam, about this partnership: «I am very proud of this campaign, but even more so of the support, inspiration, and long-term commitment that I inspire through my partnership with AXA. It is unique in many ways. As I grow as an athlete and as a person, the campaigns constantly evolve with me.»





## Türkiye/Swimming: **Bengisu Avcı**

## Victories

- English Channel Crossing (2018): She swam 34 km between England and France in 11 hours 29 minutes, becoming the fastest Turkish woman to complete this route
- Catalina Channel Crossing (2022): She became the first Turkish woman to complete the 34 km Catalina Channel in the USA in 11 hours 59 minutes
- Triple Crown Title (2023): By completing the English Channel, Catalina Channel, and the 48.5 km swim around Manhattan Island, she became the first Turkish swimmer to earn this title
- Cook Strait Crossing (2024): She swam 26 km in New Zealand's Cook Strait, completing the fourth stage of the «Oceans Seven» series



## Ilke Özyüksel

## Victories

- Rio 2016 Olympics: She became the first Turkish athlete to compete in modern pentathlon at the Olympics, gaining valuable experience
- Tokyo 2020 Olympics: She finished in 5th place, securing the best-ever Olympic result for Turkey in modern pentathlon
- 2022 UIPM World Modern Pentathlon Championships: She won the bronze medal in the individual category, finishing third in the world
- Youth World Record (2015): At the UIPM 2015 Youth "A" World Championships in Argentina, she set a world record with 1,065 points, winning the gold medal
- European Championship Medals:
  - 2016 Sofia: Bronze medal (individual)
  - 2017 Minsk: Bronze medal (individual)

At AXA Türkiye, we have supported sports, especially women's sports, for many years. From sponsoring the Women's Volleyball National Team - Türkiye's largest women's sports movement - to supporting the Tuzla Women's Football Team, which inspires underprivileged women in their region despite limited resources, AXA Türkiye has always championed women athletes.

Today, we are looking for ways to make a difference in both team and individual sports. Athletes like Bengisu and İlke have inspired women not only in Türkiye,

but also, internationally and they continue to do so by breaking new ground. They draw attention not only to their athletic accomplishments but also to global issues that AXA Türkiye addresses through the awareness campaigns they help lead. Considering their inspiration for women and their contributions to global issues, the values embraced by AXA Türkiye align closely with those demonstrated by our athletes. All our efforts will continue to serve the shared mission of amplifying our athletes' voices.



## AXA becomes partner of UEFA Women's EURO 2025

### 24.05.2024

## AXA is supporting UEFA Women's EURO 2025 as an Official Partner which ties in with its sponsorship program in place since 2020.

AXA is Proud Partner of UEFA Women's EURO, which will take place in Switzerland from July 2 to 27, 2025. With the sponsorship of the European Championship, AXA is expanding its existing commitment to women's football. AXA is pleased to be a part of the largest European sports team event for women in 2025. UEFA Women's EURO 2025 is also expected to be, based on tickets available, the largest sports event where Switzerland is the sole host since the "Miracle of Bern" in 1954.

Fabrizio Petrillo, CEO AXA Switzerland: "I'm so excited to support UEFA Women's EURO 2025 together with other European AXA companies as a main sponsor. We are sending a strong signal and making a contribution to ensure that the players and fans can experience a great event and further strengthen women's football. I'm looking forward to a fantastic summer of football in 2025!"

## Support for Swiss women's football

AXA Switzerland has supported Swiss women's football since 2020 as main sponsor and namesake of the AXA Women's

Super League as well as the AXA Women's Cup, living up to its brand promise "Know You Can," with which it encourages its customers to believe in themselves. With this commitment, AXA is investing in women's football – and women's sports in general – to ensure it receives the attention it deserves.

Guy-Laurent Epstein, UEFA marketing director, said: "AXA is a dedicated supporter of women's football in Switzerland, so we are thrilled to partner with them for what will be an unforgettable UEFA Women's EURO 2025. We look forward to working together to make this the can't-miss event of next summer while also strengthening women's football in the host country and throughout Europe."

Andreea Prange, Head of Customer Experience & Strategy at AXA Switzerland, added: «Promoting women's football is a topic I hold dear to my heart. That's why I'm delighted that AXA, as a partner of the UEFA Women's EURO 2025, is also committed to increasing the visibility of female players at international level."





## About AXA Switzerland

Around two million customers in Switzerland trust in AXA's expertise in personal, property, liability, legal protection, and life insurance as well as in healthcare and occupational benefits insurance. With innovative products and services in areas such as mobility, healthcare, pensions, and business together with simple, digital processes, AXA is a supportive partner for its customers. Using its Know You Can brand promise, it also encourages them to believe in themselves, even in challenging situations. Around 4,500 employees and the 3000-strong sales force personally dedicate themselves to this vision. With more than 340 branch offices, AXA has Switzerland's largest distribution network in the insurance industry. AXA Switzerland is part of the AXA Group, generating a business volume of CHF 5.8 billion in 2023.

### Volunteering opportunities for AXA employees

The event will allow AXA employees to get a glimpse behind the scenes and to contribute to the success of this major event. As part of the sponsorship, AXA is the partner of the UEFA Women's EURO 2025 Volunteer Programme.

"AXA, a long-time supporter and partner of women's football in Switzerland and globally, is a perfect fit to become a global partner of UEFA Women's EURO 2025. We look forward to collaborating with AXA on the UEFA Women's EURO 2025 Volunteer Programme, as the 2'500 volunteers will play a highly essential and valuable role throughout the tournament welcoming everyone to the host country," says Doris Keller, Tournament Director of UEFA Women's EURO 2025.

## The championship

The games of the 16 teams will be held in eight Swiss cities: Basel, Bern, Geneva, Zurich, St. Gallen, Lucerne, Thun, and Sion. The Swiss national football team as home team will automatically qualify for the tournament. UEFA Women's EURO 2025 is expected to reach around 500 million viewers worldwide. For the 31 games, over 700,000 tickets will be available to fans to watch live in the stadiums.

The partnership between AXA and UEFA will last until the end of August 2025. The sponsorship amount is confidential.

### The schedule

The European Football Championship will take place in Switzerland from July 2 to July 27, 2025. The full schedule is available on the <u>UEFA website</u>.



# For more information:

#### About the AXA group

The AXA Group is a worldwide leader in insurance and asset management, with 154,000 employees serving 95 million clients in 50 countries. In 2024, IFRS17 revenues amounted to Euro 110.3 billion and IFRS17 underlying earnings to Euro 8.1 billion. AXA had Euro 983 billion in assets under management, including assets managed on behalf of third parties, as of December 31, 2024.

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 Depository 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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