



Press release

Paris, October 10th 2025

AXA strengthens its commitment to mental health with the co-production of “Group Therapy”

The global insurance company AXA today announced the co-production of “Group Therapy,” a 90-minute unscripted documentary featuring popular stand-up comedians, alongside Tony and Emmy Award winning actor Neil Patrick Harris. Together, they participate in an honest and revealing group therapy session, where humor is used as a tool to address complex topics related to mental health. This concept is based on the idea that “sharing is therapeutic” and aims to show that, regardless of how it is discussed, everything begins with speaking out.

This project, co-produced with Hartbeat Productions (founded by actor Kevin Hart), aligns with AXA’s strong commitment to enhancing global mental health. It seeks to raise public awareness in an original way about the importance of this often-stigmatized issue, contributing to the deconstruction of prejudices and to opening dialogue. In France, this mobilization takes on particular significance since mental health is a *Grande Cause* for 2025.

“With the co-production of the documentary ‘Group Therapy,’ we wanted to rethink traditional communication formats to reach the widest audience with an approach that could be incorporated into platforms that are now essential—streaming services—and with long-format content that explores the various facets of mental health issues in depth,” said **Virginie Berçot**, Global Brand Director at AXA Group.

The trailer of “Group Therapy” documentary is available on [YouTube](#), and the documentary is accessible worldwide on Amazon Prime Video, as well as on LOL Network, Kevin Hart’s YouTube channel, and included in Air France in-flight entertainment offer in October. Locally, the distribution includes Astresplayer Platform in Spain, france.tv Replay in France among others. The initiative has been recognized at the Tribeca Film Festival in New York and at Cannes Lions 2025.

Mental health is an essential component of overall health, alongside physical health. Yet, stigma, ignorance, and bias still hinder the diagnosis and the care for these issues. New research highlights the urgency of acting and engaging all stakeholders —businesses, institutions, and civil society—in prevention and awareness efforts.

Indeed, the latest Mind Health Study 2025, conducted by AXA in collaboration with IPSOS, indicates that nearly one-third of the global population currently suffers from mental disorders (32%). Among young adults, the situation is particularly concerning: 44% report difficulties related to their mental health, and 52% believe that intensive use of social networks and digital devices harms their mental health. Additionally, 52% of respondents wish their employer would implement mental health support



measures. According to AXA France's Datascope 2025, mental health is also the leading cause of long-term sick leave.

Since the power of speech, listening, and understanding are fundamental levers, this new initiative reinforces AXA's holistic approach as an engaged actor in promoting mental health.

More information about AXA's commitments to mental health can be found in the [dedicated press kit](#).

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 154,000 employees serving more than 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 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).

FOR MORE INFORMATION:

Investor Relations:

+33.1.40.75.48.42

investor.relations@axa.com

Individual Shareholder Relations: +33.1.40.75.48.43

Media Relations:

+33.1.40.75.46.74

ziad.gebran@axa.com

ahlem.girard@axa.com

sylwia.tulak@axa.com

Corporate Responsibility strategy:

axa.com/en/about-us/strategy-commitments

SRI

ratings:

axa.com/en/investor/sri-ratings-ethical-indexes

THIS PRESS RELEASE IS AVAILABLE ON THE AXA GROUP WEBSITE axa.com
