

AXA

PRESS RELEASE

PARIS, 5 OCTOBER 2016

AXA is the 1st global insurance brand

- > AXA joins the top 3 global financial services brands and confirms its ranking in the top 50 global brands. With a 2-position progression, AXA becomes 46th in Interbrand's *Best Global Brands* ranking.
- > AXA is the 1st insurance brand worldwide for the 8th consecutive year, with a brand value growth this year of 14%.

The *Best Global Brands* ranking today confirms the AXA brand's strong ongoing reputation and value: 46th best global brand, up 2 spots in a year, 1st insurance brand and the 3rd best brand across all financial services, with a brand value that has gone up by 14% this year. It represents a 49% increase since 2013. It is now valued at USD 10.579 billion.

"We are very proud to be the leading insurance brand for the 8th year in a row. I would like to thank our 103 million customers who have trusted us once again this year. I would also like to thank our employees and our distributors for this new achievement. Their daily commitment towards our customers illustrates our new strategic vision: Empower people to live a better life. The AXA brand reflects this mission and we are very pleased to be recognized for our continued efforts."

To achieve this objective, we must have the ability to adapt our own organization to face new challenges, serve societal needs and lead by example. The AXA brand is an extremely valuable asset that is the flagship of our purpose, our values and our culture. Our brand strength is a driver of trust for our 103 million clients, a source of pride for our teams and attractiveness for our 130,000 distributors," said **Véronique Weill, Group Chief Customer Officer.**

According to *Interbrand*, *"Each year we are impressed by AXA's transformation. This is a brand that is growing by having the confidence to disrupt its own status quo. They have the ambition to change their category and the capacity to attract and retain the talent to make it happen. They are an inspiring brand that has humility and conviction. When they set out a promise you can be sure it will be delivered on."*

"In recent months, we have continued to expand our presence in new territories, especially Africa. Building on customer insights and new digital capabilities, we have increased our focus and impact on customer experience and strengthened our value proposition across customer segments. We are also developing a partnership and innovation ecosystem to accelerate our transformation, in line with our objective to become a real partner to our clients. At the core of what we do, our brand benefits from all these efforts while supporting them: it is a virtuous circle", added **Amélie Oudéa-Castera, Group Marketing and Digital Officer.**

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 103 million clients in 64 countries. In 2015, IFRS revenues amounted to Euro 99.0 billion and IFRS underlying earnings to Euro 5.6 billion. AXA had Euro 1,363 billion assets under management as of December 31, 2015.

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.

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 (www.axa.com).

THIS PRESS RELEASE IS AVAILABLE ON THE AXA GROUP WEBSITE

www.axa.com

Investor Relations:	+33.1.40.75.48.42	Individual Shareholder Relations:	Media Relations:	+33.1.40.75.46.74
Andrew Wallace-Barnett:	+33.1.40.75.46.85	+33.1.40.75.48.43	Julien Parot:	+33.1.40.75.59.80
François Boissin:	+33.1.40.75.39.82		Jean-Baptiste Mounier:	+33.1.40.75.46.68
Ghizlane de Casamayor:	+33.1.40.75.57.59			
Aurore Chaussec:	+33.1.40.75.96.20			
Mathias Schwallinger:	+33.1.40.75.39.20			

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