



For immediate release

AXA Hong Kong Appoints Mrs. Francine Fu as General Manager of Marketing and Financial Intermediaries

HONG KONG, 4 January 2006 – **AXA Hong Kong** today announced the appointment of Mrs. Francine Fu as General Manager of Marketing and Financial Intermediaries, AXA Hong Kong Executive Leadership Team, with effect from 1 January 2006.

Francine Fu has over 10 years of experience in the field of insurance and finance. Prior to joining AXA, she was Regional Director of Royal Skandia for more than 8 years and was responsible for formulating and implementing various key business strategies.

Upon graduation from Oxford University in the U.K., Francine joined the Swire Group as a Management Trainee and was subsequently appointed to a sales and marketing role at Swire Insurance Brokers Ltd. She also held key positions in Friends Provident International (previously known as Royal Life International) when she moved from Swire Insurance Brokers Ltd.

Mr. Mark Wilson, Chief Executive Officer of AXA Hong Kong, said, "We are pleased to appoint Mrs. Fu as General Manager of Marketing and Financial Intermediaries. Leveraging on her extensive experience and expertise in the insurance industry, Mrs. Fu will bring a wealth of sales and marketing experience including a successful track record in managing the broker business to AXA Hong Kong."

About AXA

AXA China Region is a part of AXA Asia Pacific Holdings, a member of the global AXA Group, a worldwide leader in financial protection and wealth management. AXA has a history dating back to the early 19th century and commenced business in Hong Kong in 1986. AXA secures the future of 50 million people around the world. One million people in Hong Kong and Macau trust AXA to protect their families. For the year 2004, AXA's consolidated revenues were US\$95.3 billion* and, as of 31 December 2004, its assets under management were US\$1,149.7 billion*.

*Calculated based on an exchange rate of 1 Euro = US\$1.323

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