



For Immediate Release:

John Cai appointed as new AXA Hong Kong CEO

Wednesday, 1 November, 2006: AXA Hong Kong ("AXA") has today announced the appointment of Mr. John Cai as Chief Executive Officer with immediate effect.

Mr. Cai has had a long and distinguished career with AXA, joining the Group's US operations in 1991 and subsequently going on to build a highly successful career as a Financial Adviser and eventually rising to become Executive Vice President for the Western Region of the US. While based in San Francisco, Mr. Cai played a pivotal role in transforming the business from being a purely insurance protection-focused enterprise into a market leading financial planning organisation.

In December 2003, Mr. Cai moved to Hong Kong to take up the position as AXA Hong Kong's General Manager Career Agency and he has been a key member of the leadership team behind AXA's HK8 accelerated growth programme.

Mr. Cai's experience in the sophisticated US market has proved to be invaluable in helping to enhance the professionalism of AXA Hong Kong's Agency Force. His major accomplishments to date include the implementation of AXA's highly successful Agency Blueprint and the lead role in welcoming and integrating the MLC agency force to AXA Hong Kong. Mr. Cai was promoted to General Manager, Head of Agency Distribution in 2005.

Mr. Cai graduated as a Bachelor of Engineering from Xian Jiaotong University in China in 1989. After moving to the US, he went on to qualify as a Chartered Financial Consultant (1994), a Chartered Life Underwriter (1995) and a Certified Financial Planner (1997). In 2004, Mr. Cai successfully graduated from *Telemaque*, AXA's highest leadership development programme.

"I am delighted to announce that John Cai has been appointed as CEO of AXA Hong Kong. He brings a wealth of experience to the business and a track record of success in both the US and Hong Kong", said AXA's Regional CEO, Mr Mark Pearson.

"John's rise within the organisation - from entry level agent to CEO of one of AXA's largest entities is a great testament to his dedication commitment and resilience. I am confident that AXA Hong Kong will continue to prosper under his leadership in our journey to become the preferred company in our industry", Mr Pearson added.

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 2005, AXA's consolidated revenues were US\$88.6 billion* and, as of 31 December 2005, its assets under management were US\$1,309.8 billion*.

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

For further information please contact:
Katherine Yu
Assistant General Manager, Marketing
AXA China Region
Ph: (852) 2519 1223