



For Immediate Release:

**AXA Retirement Scope Global Survey highlights  
Hong Kong and Mainland People's different outlooks  
on maintaining their appearance**

[Hong Kong, 25 February 2007] – Now in its third year, the AXA's Global Retirement Scope Survey ("the Survey") continues to be an invaluable source of information about people's attitude to – and preparation for - retirement. This year, topics surveyed went far beyond basic retirement necessities such as health, housing, clothing and transportation to cover people's attitudes to their appearance. The Survey found that Hongkongers pay attention to their physical appearance and will use medicine to prevent the effects of aging. However, over 90% of local workers and retirees surveyed said they would not consider resorting to plastic surgery in order to "look younger" or "change something they did not like within themselves".

2006 marks the first time that AXA has included respondents from the five major Mainland Chinese cities of Beijing, Shanghai, Guangzhou, Chongqing and Tianjin in the Survey. When asked if they were willing to "regularly purchase cosmetics in order to delay the onset of aging", respondents from China delivered more "Yes" answers than any of the 11 other markets surveyed.

Mainland Chinese consumers also provided the highest number of affirmative answers to statements such as "Plastic surgery could enhance my sex-appeal / powers of seduction", "Plastic surgery can make me younger", and "People should do everything they can to prevent aging from affecting their looks".

According to the Survey, respondents of Asian countries such as Hong Kong, Singapore and China like to use medicine to prevent the effects of aging on their appearance. Hongkongers, however, are not prepared to go to any lengths to prevent aging from affecting their looks. The possibility of having plastic surgery, for example, is tempting for only a very small percentage of the local population. With the exception of the Japanese, Hong Kong people and other Asian nationalities surveyed feel that plastic surgery is beyond their financial means.

The AXA Retirement Scope Survey covers 11 developed countries and includes a representative cross-section of 11,590 workers and retirees. Conducted between July and September 2006, the Hong Kong portion of the Survey have interviewed 310 working adults and 303 retirees by Synovate, Hong Kong. The other countries covered in the survey were: Australia, Belgium, China, France, Germany, Japan, Italy, Spain, the United Kingdom and the United States. Details of key findings for all 11 markets will be released in mid March, 2007.

### **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 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\$1.231.*

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