



[For Immediate Release]

**AXA HONG KONG ANNOUNCES RE-BRANDING OF WINTERTHUR LIFE  
(HONG KONG) LIMITED TO AXA WEALTH MANAGEMENT (HK) LIMITED**

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**STRENGTHEN MULTI-DISTRIBUTION CHANNELS TO GROW WEALTH  
MANAGEMENT BUSINESS**

(Hong Kong, 10 August 2007) – AXA Hong Kong (“AXA HK”) today announced the re-branding of Winterthur Life Hong Kong Limited (“WLHKL”) as “AXA Wealth Management (HK) Limited” following AXA Asia Pacific Holdings’ (“AXA APH”) successful acquisition of WLHKL on 27 April 2007.

AXA APH acquired WLHKL for consideration in the range of HK\$1.7 billion to HK\$2.4 billion. HK\$1.9 billion was paid upon completion in April 2007. The amount will be subject to an adjustment based on the future performance of the business measured in 2009.

Commenting on the acquisition, Mr. John Cai, Chief Executive Officer of AXA HK, said, “The acquisition is aligned with AXA’s Asian growth strategy and AXA’s global expansion. It fits well with AXA’s strategic focus on organic growth complemented by bolt-on acquisitions. Moreover, it gives us a strong presence in the high net worth market segment, which presents an excellent opportunity for us to further strengthen our wealth management position in Hong Kong.”

“The acquisition also gives us the opportunity to extend our multi-channel distribution footprint in Hong Kong. The two newly added channels to AXA as a result of the Winterthur acquisition were Swiss Privilege and Personal Portfolio Consulting Group. In specific, the Swiss Privilege brand has remained unchanged and the channel will continue to provide differentiating services to the high net worth market segment.” John added.

“I am delighted to welcome WLHKL to the AXA family. I am confident that the combined efforts of AXA and Winterthur’s many talented and dedicated professionals will very positively

contribute to our company growth and bring us one step closer to achieving our aim of becoming the preferred company for financial protection and wealth management for the benefit of Hong Kong customers.” John continued.

With the successful MLC integration in 2006 and the WLHKL integration in April 2007, AXA HK remains the only company in the local insurance market history to have successfully undertaken two significant mergers and acquisitions within 18 months.

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### **About AXA China Region Insurance Company Limited**

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. For the year of 2006, AXA's revenues were US\$104.1 billion\* and, as of 31 December 2006, its assets under management were US\$1,732.5 billion\*.

*\* Calculated based on an exchange rate of 1 Euro = US\$1.3175.*

For further information regarding the acquisition of WLHK or any other matters relating to AXA Hong Kong, please contact:

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