



[For immediate release]

**AXA Adviser wins insurance sector category in  
“SCMP/IFPHK Financial Planner Awards 2007”**

**(4 November 2007, Hong Kong)** – AXA China Region Insurance Company (Bermuda) Limited (“AXA”) is delighted to announce that Mr. Leo Lam of AXA Advisers has been selected as the winner of the insurance industry sector category in the “SCMP/IFPHK Financial Planner Awards 2007”. Andrea Wong, Head of AXA Advisers, said, “AXA is committed to providing the best financial planning services for customers. Therefore, we need to assist our Advisers by giving them the best possible support in order to help them tailor-make the most suitable financial planning for customers. We do not just give our Advisers job opportunities, we also actively motivate them to develop long-term careers with us. We are extremely pleased that several of our team members have achieved distinction in this competition. Such recognition further underlines the professionalism of our sales channel.”

Of the 19 AXA Advisers who participated in the SCMP/IFHK Awards competition, altogether 9 of them were recognized at various rounds. During the preparation period, AXA provided all 19 entrants with intensive training, professional advice and support. “AXA sets exceptionally high benchmarks for its Advisers in terms of both professionalism and service levels. To better prepare for this competition, we offer our competing Advisers Advanced Financial Planning courses with university lecturers as instructors on top of our regular training activities. All participants showed a high level of enthusiasm for these courses. This once again demonstrates the high professional standards we bring to tailor-making financial plans to match our customers’ unique needs. At the end of the day, whatever your plans are, you can be sure that AXA will help bring them to life.” said Francine Fu, Chief Marketing Officer of AXA Hong Kong.

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## 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. 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.

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