



[For immediate release]

Survey Finds Hong Kong People Concerned about Global Warming Yet Do Not Believe Individual Effort could Help Ease the Problem

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AXA Supports “Light Out Hong Kong”

[Hong Kong, 17 June 2008] – The majority of the Hong Kong respondents to **AXA’s Retirement Scope Global Survey 2007-2008** (“The Survey”) were concerned about global warming and over half of them were willing to change their habits to help resolve the problem. However, very few of them actually believed individual effort could make a difference.

Hong Kong Respondents Concerned About Global Warming

The Survey found that more than 70% of the Hong Kong respondents were concerned about global warming, yet only a small portion was “very concerned” about this problem, ranking the lowest among all surveyed markets in South East Asia. Moreover, about 60% of the Hong Kong respondents thought that global warming would have a serious impact on the next generation, nearly twice as many would think on the current generation.

Hong Kong Adds to Global Warming but Helps Little to Solve the Problem

Over 30% of the Hong Kong respondents thought that Hong Kong was more responsible than other markets in adding to the problem. Less than 10% of them believed Hong Kong contributed more than other countries in helping to solve the problem, ranking the second lowest among all surveyed markets. About two-third of the Hong Kong respondents perceived other countries and regions as more ideal places to live in 20 years from now. Australia, Canada and Switzerland were the top three choices of the ideal country to live in for them.

Hong Kong Female Respondents are More Ready to Change Habits to Help Ease Global Warming

Despite the thought that Hong Kong was more responsible than other markets in adding to the problem, over half of the Hong Kong respondents were prepared to change their habits to help ease global warming, including paying more for ecological solutions and products. By gender, the Hong

Kong working female respondents were more ready to change their habits (74%) than the male respondents (60%), and 83% of the Hong Kong working female admitted to individual responsibility for causing global warming, 20% more than their male counterparts. Although many of the Hong Kong respondents were willing to help resolve the problem, only 10% of them believed individual effort could make a difference, ranking the lowest among all surveyed markets.

Ms. Andrea Wong, Chief Marketing Officer of AXA Hong Kong, said, "It is a good sign that Hong Kong people are aware of and concerned about global warming and prepared to change their habits to help resolve the problem. Gauging respondents' views on global warming is a part of AXA's contribution to environmental protection. As one of the signatories of the UN Global Compact, AXA Group is committed to upholding the coalition's 10 universal principles for environmental protection. In 2006, more than 2,000 volunteers in the Mediterranean Region participated in the environmental protection activities. Moreover, AXA Hong Kong will support the "Light Out Hong Kong" organised by Friends of the Earth, urging commercial buildings to switch off their neon signs on 21 June 2008 to promote energy saving and help ease light pollution. There will be other internal programmes to boost staff awareness of environmental protection."

About the Survey

Since its launch in 2005, the AXA Retirement Scope Global Survey is in its fourth year of gathering insightful results. This year, the Survey covers 26 countries and regions including Australia, Belgium, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Indonesia, Italy, Japan, Malaysia, Morocco, New Zealand, the Philippines, Poland, Portugal, Singapore, Slovakia, Spain, Switzerland, Thailand, the United Kingdom and the United States. The Hong Kong portion of the Survey interviewed 313 working people and 307 retirees by Synovate, Hong Kong. The Survey not only focuses on people's attitude towards retirement and the reality of retirement, but also covers their attitudes towards global warming and analyses the results of Hong Kong with other surveyed markets around the world. For more details, please log on to the AXA Retirement Scope Survey website (<http://axa.com.hk/axacr/axacr.nsf/Content/Survey>) for the full report.

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 2007, AXA's revenues were EUR 94 billion and, as of 31 December 2007, its assets under management were EUR 1,281 billion.

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