



redefining / standards

INTEGRITY.
GUARANTEED ADVICE

Member of the AXA Group 

[For immediate release]

Integrity provides the unprecedented “Guaranteed Advice” to customers in Hong Kong

Hong Kong, 21 January 2010 – **Integrity**, a joint venture between AXA China Region Insurance Company Limited (“AXA”) and a team of professional and seasoned insurance experts, is launched today to provide high quality professional financial planning services to customers on a new distribution platform in Hong Kong.

The unique business proposition of **Integrity** is the offer of the unprecedented ‘Guaranteed Advice’ for customers. An advisor will provide suitable advice through a comprehensive fact find process to understand customers’ needs and financial goals. Adhering to the **Integrity** ‘Customer Charter’, advisors are suitably trained, well qualified, caring, diligent and most importantly, work in the best interests of the customers when making recommendations.

Integrity operates on a franchise model with professional advisors who own their business, and profit and loss, thus ensure their commitment to rendering the best service and quality advice to customers.

Mr. Stuart Harrison, Chief Executive Officer of AXA Hong Kong, said, “AXA is excited to announce the launch of this joint venture, which is a solid example of how we redefine standards and be an innovative industry leader in this ever-changing market. Leveraging the expertise and extensive experience within the AXA Group, we introduce this new and innovative distribution platform to provide unparalleled professional financial planning services and innovative solutions to customers in Hong Kong. ‘Guaranteed Advice’ is our commitment of service to our customers, which distinguish us in the industry. We want our customers to enjoy the highest standard of care, advice and service and we want to build trusting long-term relationships with them.”

Mr. Denny Chan, Chief Executive Officer of *Integrity*, said, “To satisfy the increasing demand from customers who are looking for quality advice and service in financial planning, we are confident that our ‘Guaranteed Advice’ commitment will help set a new benchmark for the industry. To maximize the benefits to our customers, we ensure that the entire sales process is documented and customers always understand what they have bought and how to achieve their financial goals. Moreover, they can get professional advice and suitable solutions from advisors that they trust, so we call ourselves *Integrity*, which is the embodiment of what we believe in. *Integrity* provides a business platform for the committed financial planning professionals to recognize their high standards of business quality and build their long-term sustainable business.”

About AXA

AXA China Region is a part of AXA Asia Pacific Holdings, a member of the global AXA Group, a worldwide leading organisation 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 2008, AXA’s revenues were HK\$987.7 billion * and, as of 31 December 2008, its assets under management were HK\$10,624 billion*.

* Exchange rate of €1 = HK\$10.8302

About Integrity

Integrity Partnership Limited is newly established in Hong Kong in 2010. *Integrity* is an innovative platform to support committed financial services professionals who share the *Integrity* values enabling the provision of the highest financial standard of advice and service. *Integrity* is a member of the AXA Group.

For further information please contact:

AXA China Region Insurance Company Limited (Marketing Department)

Celia Ling	T: (852) 2519 5019	E: celia.ling@axa.com.hk
May Chan	T: (852) 2519 1829	E: may.chan@axa.com.hk

OR

Integrity Partnership Limited

Flora Shum	T: (852) 2154 2389	E: flora.shum@integrityhk.com
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Strategic Financial Relations Limited

Vicky Lee	T: (852) 2864 4834	E: vicky.lee@sprg.com.hk
Angelus Lau	T: (852) 2864 4805	E: angelus.lau@sprg.com.hk
Doris Chan	T: (852) 2114 4950	E: doris.chan@sprg.com.hk