

AXA Mandiri and AXA Social Media Command Centre, the First Digital Information Management Centre for Indonesian Insurance Company

Jakarta, June 23 2015 – AXA Mandiri and AXA today launch the Social Media Command Centre (SMCC), the first information management centre that optimizes digital channel owned by an insurance company in Indonesia and in AXA Asia.

The inauguration ceremony is attended by the Financial Services Authority (OJK)'s Commissioner Council Member and Executive Head for Non-Banking Financial Institutions Firdaus Djaelani, OJK's Commissioner for Consumer Education and Protection Kusumaningtuti Sandriharmy Soetiono, Bank Mandiri Director of Technology and Operations Ogi Prastomiyono, and Country CEO AXA Indonesia Randy Lianggara.

"Digital transformation is the new Indonesian insurance industry's strategy to improve effectiveness and better facilitate insurance services companies in communicating, interacting and serving the customers," said Country CEO AXA Indonesia Randy Lianggara.

"Through the operations of SMCC, we want to be more proactive in managing communications with the customers so as to provide improved and more qualified services, in line with our goal which is customer centricity."

AXA Indonesia Chief Marketing Officer Emmanuel Wehry adds that the newly operated SMCC will help drive the sales of AXA Mandiri and AXA's products through digital platform.

"The SMCC will support digital sales through the creation of content adapted to the interest and needs of our customers," Emmanuel said.

The insurance industry SMCC trend analyses are done using the most advanced technology to monitor conversations on the internet and social media platform including customers' feedbacks, insights, and complaints. SMCC also has a mini studio to produce video, audio and web content.

For AXA Mandiri dan AXA, a proactive communication approach is key to enhance the quality of services and digital sales.

Based on the Indonesian Internet Service Provider Association (APJII), the country's number of internet users reached 88.1 million or 34.9% of Indonesian population in the end of 2014. Meanwhile Millennium Development Goals (MDG's) targets internet penetration to reach 50% of population.

SMCC facility is built with an investment of US\$ 200,000 or approximately Rp 2.7 billion.

"Moreover, SMCC serves as one of tools to promote the financial literacy national program that reaches a wider audience. Digital platform has become one of AXA Mandiri and AXA's main communication channel to promote awareness on financial literacy and the importance of health protection since 2012," Director of Operations AXA Mandiri Financial Services Kartono.

About AXA Indonesia

AXA in Indonesia is part of the AXA Group, one of the world's largest insurers and asset management companies with around 161,000 employees serving 103 million customers in 59 countries. AXA is acknowledged by Interbrand as number 1 brand insurance company worldwide for six years in a row (2009 –2014). AXA is focusing in life insurance, general insurance, and asset management through multi-distribution channels which are bancassurance, agent, broker, digital, telemarketing and corporate solution.

AXA's agent distribution network continues to expand in Indonesia, currently spread in 70 branches and with more than 14,000 marketing professional officers. AXA is listed and monitored by the Financial Services Agency (OJK) under no. 612 / KMK.017 / 1995 permit dated on 22 December 1995.

About AXA Mandiri

AXA Mandiri is a joint venture company between PT Bank Mandiri (Persero) Tbk and AXA Group. AXA Mandiri Life Insurance Business is established in 2003 and able to maintain its position as the leader in the bancassurance channel by having a 27 percent market share according to a data published by the Indonesian Life Insurance Association (AAJI) in 2013. It is supported by 1,900 financial advisors in more than 1.100 Bank Mandiri branches and 200 Bank Syariah Mandiri branches across the nation. AXA Mandiri Life Insurance Business is also supported by more than 500 telesales officers who market the insurance products through telemarketing channel. Additionally, AXA Mandiri General Insurance Business starts its business in Indonesia in 2011. AXA Mandiri General Insurance Business gives a wide range of protection solutions through a number of general insurance products to cater the demand of the customers and business partners, serving them in 5 branch offices, 9 marketing offices, 24 Hour Call Center (021) 3005 8788 and partners' machine shops in 88 cities across Indonesia, supported by more than 270 manpower.

The press release is also available on: www.axa.co.id.

For further information, please contact:

Yani Sinulingga

Maika Randini



Press Release

Corporate Communications AXA
yani.sinulingga@axa.co.id

Head of Customer Marketing AXA Mandiri

maika.randini@axa-mandiri.co.id

Facebook : AXA Indonesia ; AXAMandiri

Twitter : @AXAIndonesia ; @AXA_Mandiri

Press
Release