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FOR IMMEDIATE RELEASE

AXA joins forces with leading adviser businesses

AXA has partnered with four leading financial adviser companies to launch a financial advice business, AdviceFirst.

“Recent changes in the New Zealand market and a challenging economic environment have seen an increase in the importance of customers getting expert financial advice and reassurance on financial matters,” said Jeff Franks, General Manager of AdviceFirst.

Under this new ‘one-stop-shop’, New Zealanders will have better access to financial advice, life and property insurance packages and investment programmes from AXA and other leading investment, insurance and banking organisations.

“Aside from being in the insurance and financial industry, we’re first and foremost in the people business and we realise how important our relationships are with our customers and advisers – who are at the ‘coal face’ of much of our customer dealings. The partnership between AXA and AdviceFirst solidifies this relationship and provides customers with easier access to all our products and services, as well as consistency across all the businesses involved,” said Ralph Stewart, CEO of AXA New Zealand.

AdviceFirst involves the previous business of Financial Solutions in Auckland, McKibbins Group in Hamilton, and Cameron Chote and Charter Financial Planning in Wellington. There is scope to include other businesses over time.

AdviceFirst currently has more than 9,000 customers who are assisted by 33 advisers. There is 49 staff in total within the four offices.

For further information, please contact:

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Facts about AXA

One of New Zealand’s leading insurance superannuation and wealth management companies, AXA’s goal is to help New Zealanders secure the futures they desire. We are in the people business. We want to make life better for all the people we deal with – our customers, our advisers and our staff.

AXA have been helping New Zealanders to achieve their insurance and investment goals since 1889. We are New Zealand’s largest retail investment manager¹, the third largest provider of life insurance² and the only insurer to be rated AA by Standard & Poor’s for ‘very strong’ insurance claims paying ability. We encourage you to find out more at our website: www.axa.co.nz.

A disclosure statement is available upon request, and free of charge.

¹ FundSource market share statistics as at December 2008.

² ISI market share statistics as at December 2008.