

Press Release

Under the Patronage of Dubai Health Authority: AXA Gulf Launches Unique Program to Address Dubai's Top 5 Health Challenges

- 'Diabetes', 'Hypertension', 'Cardiovascular', 'Breast Cancer' and 'Flu' identified as top health conditions experienced by Dubai residents.
- 'Health on Track' is a 'first of its kind' education and support program to manage Dubai's key health issues.

Dubai, United Arab Emirates, Tuesday, 8th December 2015: Under the patronage of [Dubai Health Authority \(DHA\)](#), [AXA Gulf](#) today unveiled a unique health education and support program that is aimed at empowering people to prevent, detect and better manage the most predominant health conditions faced by Dubai residents.

Titled as 'Health on Track', the new program was unveiled today at an event in Dubai that was attended by Dr. Haidar Al Yousif, Director Health Funding Department, DHA; Dr. Mohamed Farghaly, Head of Insurance Medical Regulation, DHA; Mr. Cedric Charpentier, CEO of AXA Gulf and Dr. Sherif Adel Mahmoud, Head of Healthcare Operation, AXA Gulf.

DHA is focused on addressing the prevalence of major health conditions and their goal is to reduce the prevalence of diabetes to 16.3 per cent by 2021 from the current level of 18.7 per cent. For child obesity, they are aiming to reduce it from the current 14.4 per cent to 12 per cent by 2021. Smoking is a key cause of respiratory conditions and they intend to reduce this percentage in males to 15.7 per cent from the current 21.6 per cent and from the current 1.9 per cent to 1.66 per cent in females.

"The 'Health on Track' program is a unique initiative as it is for the first time that all key health challenges faced by residents of Dubai are being addressed through one platform," said Mr. Cedric Charpentier, CEO of AXA Gulf. "Through this program, AXA Gulf aims to educate the public and customers on health issues in an inspirational manner that gets people talking, thinking and acting on key health concerns. At AXA Gulf, we are honored to support the DHA in this campaign to achieve their objectives. We also thank our partners Johnson and Johnson, MedImpact Arabia, Mobile Doctors, New Medical Center, Boston diabetes & Endocrine center, Northwest Clinic, Aster, MedCare, Maghrabi Optics for supporting this program."

The Health on Track initiative is aligned with the National Key Performance Indicators as outlined by the UAE Vision 2021. The program is exhaustive in its nature and goes beyond

just raising awareness amongst people about health conditions which if not detected early on can prove to be quite harmful.

Public awareness regarding prevention and early detection of widespread health conditions like Diabetes, Hypertension, Cardiovascular, Breast Cancer and Flu is critical to reduce the growth of these health conditions. The Health on Track initiative has been launched in order to trigger a call to action for people to take concrete steps towards safeguarding them from these fast spreading health issues.

‘Health on Track’ will focus on addressing the challenges posed by Diabetes, Hypertension, Cardiovascular, Breast Cancer and Flu, which have been recognised as the top 5 health challenges for Dubai by the DHA. Under the newly launched initiative, AXA Gulf will introduce public awareness and disease management programs that will focus on improving the general health of people by driving adherence to treatment plans, decreasing the visit to doctors and also keeping the insurance premiums down.

“22 per cent of UAE health insurance claims are related to Diabetes and Cardiovascular diseases while 18 per cent are related to Respiratory conditions. With better prevention and early detection, we will be able to improve the general health of people, reduce these costs significantly thereby also bring down the insurance premiums,” added **Dr. Sherif Adel Mahmoud, Head of Healthcare Operation, AXA Gulf.**

The ‘Health on Track’ program will be implemented in four phases, with the first stage of ‘Public Screening’ set to commence from December 2015. This will be followed by the implementation of a ‘Diabetes Management’ program in Q1 2016, ‘Flu’ awareness program in Q3 2016 and a ‘Breast Cancer’ program in Q4 2016.

As part of the ‘Public Screening’ phase AXA Gulf will organise a series of comprehensive health screening activities through a specially designed booth that will be set up across key locations in Dubai and in AXA corporate customers’ premises. The first Public Screening activity will be organised for 3 days starting the 17th of December at the Mirdiff City Centre mall and people can visit the booth at any time between 11 am – 11 pm.

The booth has been divided into three zones where people can undergo quick health assessments including Blood Glucose and Cholesterol screening, Blood Pressure and Temperature monitoring and an Eye test. Following this, an expert dietician will be available to share healthy eating tips and even recipes for preparing nutritious meals.

Furthermore, a fitness trainer will also be present at the health hub to measure the visitors’ body mass index (BMI) and also share exercise tips. Upon completion, the individual will receive a complete health profile based on their tests along with expert advice on next steps where all data has been captured digitally through an integrated health application installed at the event delivering seamless, accurate and quick results to the public.

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ABOUT THE AXA IN THE GULF

With a workforce of over 1,000 employees, 39 branches & retail shops region-wide, more than 1 million customers and 2014 gross written premium of over US\$ 937 million, AXA is one of the largest international player in the GCC. Present in the region for more than 60 years, AXA in the Gulf offers a wide range of insurance products and services for corporate and individual customers. The company has been awarded Insurer of the Year for the 5th consecutive year in 2014 and Personal Lines insurer for the 3rd consecutive year in 2015 at the MENA Insurance Awards and best Motor insurance product by the Banker Middle East in both UAE & KSA.

As part of AXA's Corporate Responsibility and its commitment to building better understanding about the health risks faced by individuals and the society, the company achieved a new Guinness world record for the most blood cholesterol readings in 8 hours at a single venue.

Website: www.axa-gulf.com

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 161,000 employees serving 103 million clients in 59 countries. In 2014, IFRS revenues amounted to Euro 92.0 billion and IFRS underlying earnings to Euro 5.1 billion. AXA had Euro 1,277 billion in assets under management as of December 31, 2014.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Share is also quoted on the OTC QX platform under the ticker symbol AXAHY.

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It is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance and a signatory of the UN Principles for Responsible Investment.

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