



安盛保險

# 月刊第七期

NEWSLETTER EDITION 7



# 盛放

# A MESSAGE FROM THE CEO CEO 寄语

**Dear Colleagues,**

As our new Purpose - **Act for human progress by protecting what matters** reveals, we aim to grow as we protect what matters most to our customers, partners and employees. When it comes to our common goal, I believe it is to strive for transforming into a market-leading partner and provider of holistic solutions for our customers' health and protection needs.

The transformation is orchestrated based on the foundation of all colleagues working together towards the same goal. We are making steady progress in diversifying our business and empowering branches to accelerate pivot to multi-product sales model through developing comprehensive structures including training, underwriting, claims and IT system, and achieve sustainable growth.

The non-motor focus is resonating with all branches, as I see increased engagement across the company and a rapid growth in health, retail and commercial sales from many branches, either boosted by the "Health in Action" business campaign since May, or through various endeavors such as cross-selling of motor, health, retail and commercial insurances.

I'm incredibly grateful for the positive mindset and adaptability of our team. Yet we are still short of our goal in the transformation journey.

For each branch, we will need to further localize the transformation plan via leveraging local network and cultivating core distribution channels with headquarter support. For every employee, I will be exceptionally proud to see your commitment and winning mindset to fuel our success and accomplish our goal.

Looking ahead, we are excited to build the momentum of our growth together. I know we can, and I KNOW YOU CAN!

Jia you!

**Yamin Zhu**

**同事们你们好,**

正如安盛新使命“**守护生命之本, 践行人类进步**”所揭示, 我们力求精进, 守护客户、合作伙伴、员工之本。说到我们共同的目标, 我相信, 是锐意进取, 力争转型, 成为全面保障方案的提供商和客户健康的陪伴者。

在各位一德一心的基础上, 公司转型有条不紊进行着。我们通过完善包括培训、核保、理赔、IT在内的架构体系, 推动业务多元化发展, 稳步前行; 我们也赋能机构加快多品类销售转型, 帮助他们实现长足发展。

我看到全公司都在积极投入, 各分支机构望风相应非车转型, 不论是在五月开启的“健行安盛”活动带动下, 还是通过交叉销售等积极尝试, 很多机构在健康险、零售险和商业险销售方面呈现高速增长的气势。

非常感谢大家水击三千的积极心态和知机识变的适应能力。然而, 转型路上, 我们仍任重道远。

接下来, 在总部支持下, 每家分支机构需要通过挖掘本地资源、发展自己的核心渠道, 从而积极开拓适应本地市场的非车发展模式。对大家每个人而言, 我也非常希望见到各位的承诺和必胜的决心, 长风破浪, 一往无前。

转型征途, 前路可期, 希望各位与我一起努力, 共铸成就。相信我们势在必得, 我看好各位!

加油!

**朱亚明**

## Non-motor pilot branch seminar held in Shanghai

Organized by non-motor branch working group, the non-motor pilot branch seminar was held on July 16th and 17th in Shanghai. 36 pilot branch colleagues joined the seminar with Yamin, health, retail, commercial, claims and customer experience teams as well as insurance experts, centering on non-motor training, sharing branch success stories and discussing industry trends and innovation.

Yamin opened the seminar by highlighting our goal to transform AXA Tianping into a market-leading partner and provider of holistic solutions for our customers' health and protection needs. She encouraged all branches to keep up the momentum and maintain a sustainable growth. Benoit added that we will take a diversification approach focusing on non-motor and strengthening the motor pillar as well.

Specific training and sharing sessions were conducted by commercial, retail, health, claims and customer experience teams followed by roundtable discussions. Experts from Milliman actuarial consulting firm, Swiss Re and Anrun insurance brokers shared their experience and insights in health, P&C, NEV insurance and reinsurance as well as digital innovations.

The two-day seminar concluded with all branch attendees passing the final test, gaining certificates and awarded "Health Business Ambassadors". Thank you for branch colleagues! We hope it helps us to move forward on our transformation journey.



## 非车试点机构座谈会于沪举办

在非车机构转型项目组牵头组织下,非车试点机构座谈会于7月16日-17日在上海举办。亚明和健康、零售、商业险、客户体验及理赔团队,与来自非车试点机构的36位同事以及保险行业专家们共同参加了此次座谈会。会议重点围绕非车培训、优秀机构经验分享和行业趋势与创新进行了深入探讨。

座谈会由亚明发表致辞并点明我们的发展方向:通过转型,致力成为全面保障方案提供商和客户健康陪伴者。亚明鼓励所有机构同仁们百尺竿头更进一步,推动公司可持续发展。Benoit补充强调我们将采取多元化发展的战略,聚焦非车业务,同时夯实车险条线。

商业险、零售险、健康险、理赔及客户体验团队分别就各自的专业领域向机构同仁们做了培训演讲,并随后展开圆桌讨论。同时,来自明德精算咨询、瑞士再保险及安润国际保险经纪公司的专家们就健康险、财险、新能源车险及再保险、数字化创新等方面分享了观点和经验。

为期两天的座谈会最后以机构同仁现场考试、取得结业证书并获颁“健康险大使”称号告一段落。感谢各位同仁的支持!希望这次活动能帮助继续推动我们的转型之旅。





## Yamin Speaks at China Insurance International Summit

AXA Tianping designated CEO Yamin Zhu participated in a high-profile panel at the recent China Insurance International Summit, speaking about “Foreign Insurers in China - New Pattern of Opening up the Insurance Industry”. She talked about AXA’s perspective on Financial Opening Up policy and how AXA seizes the growing opportunities to invest in China, emphasizing the importance of our “Payer to Partner” strategy to offer holistic services to customers’ health journey as well as other walks of their lives.

She also touched on topics including how AXA, as a local company with an international background can ride on challenges and turn them into opportunities by leveraging our global expertise, collaborating with the right partners and applying cutting-edge technology and innovation.

## 亚明于中国保险产业国际峰会发表演讲

安盛天平拟任CEO朱亚明女士近日出席中国保险产业国际峰会并发表“外资险企在中国：保险产业开放新格局”的话题演讲，阐述安盛抓住金融开放等利好政策的机会，继续深耕中国市场的决心，并重点强调公司致力为客户提供全面的保障抗风险解决方案、做客户健康管理以及生活方方面面的“陪伴者”，而非单纯“赔付者”的战略方针。

此外，她还探讨了拥有国际背景的本土公司应如何通过科技助力、创新赋能、资源互补、借力共赢来化挑战为机遇，最终打一场漂亮的“本土战”。





## We are the Prime Service Insurer of the Year

AXA Tianping was awarded the “**Prime Service Insurer of the Year**” at the 2020 China Insurance Service Summit organized by **China Banking and Insurance News** in Dalian on June 12th.

Thanks to our Claims and Customer Service teams for winning us the award. It fully demonstrates our capability in serving Chinese customers through enabling technology and digitalization while ensuring risk control.

## 我司荣获“2019-2020年度金牌服务机构”

在6月12日于大连举行由《**中国银行保险报**》主办的“2020中国保险服务创新峰会”上，我们获得了“**2019-2020年度金牌服务机构**”奖项。

感谢理赔团队和客户服务团队帮助我们赢得殊荣！该项荣誉充分彰显了我们在做好风控的前提下，利用科技赋能从而提升服务客户的能力。



## #Switch On Your Life# awarded the winner of a Bronze Stevie®

With great delight, we share with you that our AXA brand social campaign in 2019, #Switch on Your Life#, has been awarded the winner of a Bronze Stevie® by 2020 Asia-Pacific Stevie® Awards.

Created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide, the Stevie Awards are now the world's premier business awards and has become one of the world's most coveted prizes.

It is the recognition of our unremitting efforts of branding empowerment in China, in which AXA steadily realize the “from Payer to Partner” vision and continue to provide comprehensive suite of protection and prevention solutions to customers.

We are so proud to share this news with all of you who have ultimately supported the brand campaign and worked for AXA brand empowerment. Without the combined efforts of each division, we couldn't achieve this success.

Congratulations to all and let's look forward to all the best for the journey ahead!

## “打开人生开关”品牌营销系列活动荣获2020亚太史蒂夫®奖铜奖

非常高兴能与大家分享一个好消息：去年，我们主办的“打开人生开关”品牌营销系列活动被2020亚太史蒂夫®奖授予铜奖！

史蒂夫®奖被公认为世界第一的商业奖项，创立于2002年，为对全球组织和专业人士的成就及积极贡献授予荣誉，并以此获得广泛认可。在短时间内，史蒂夫®奖就成为了全球最让人梦寐以求的奖项之一。

这个奖项是对我们在中国市场进行品牌赋能不懈努力的认可，通过品牌活动，安盛品牌在中国市场得到更广泛的传播，并逐步实现“从赔付者到陪伴者”的愿景，不断为客户提供全面的保障及健康解决方案。

荣获这一奖项无疑是令人自豪的，感谢每一位为之支持和努力的团队伙伴，成功源于我们共同的努力。

再次祝贺大家并让我们一同期待同行路上更多的精彩！



## Health in Action roadshows in Jinan and Shenzhen

On June 19th, “Health in Action” distributor roadshow has arrived in Jinan, known as the City of Spring, and was well received by Shandong colleagues and distributors. Over 160 guests attended the event together with the Executive Vice President, Mr. XIA Liwu, and Chief Customer Officer, Mr. Alfonso Navarro. Mr. Xia and Alfonso shared visions and expectations towards a mutually beneficial sales model to boost our health business, by working together with our distributors, brokers and agents.



## 健行安盛健康险路演 - 济南场深圳场

6月19日,“健行安盛”健康险业务全国盛大路演来到泉城山东济南。此次线下路演同样得到了山东分公司同事的鼎力协助,受到各渠道代理的热烈欢迎。此次盛会共有超过160名嘉宾参与,安盛天平执行副总裁夏立武、安盛天平首席客户官Alfonso Navarro出席致辞,分享了对保险市场的真知灼见,并鼓舞大家在健康险业务领域与各渠道一起携手并进,共同打造健康险渠道销售模式。





The Shenzhen roadshow followed on June 22nd, with over 160 guests gathering to witness the further expansion of AXA's health business in China: the launch of an innovative GBA product Full-Flexi, and the announcement of Qhealth partnership.

Yamin attended the event and shared her vision towards a prosperous future of our health business.



Mr. LIU Xifeng, General Manager of Shenzhen branch, also gave his speech at this event.

紧接着上一场的脚步，深圳也于6月22日迎来了“健行安盛”健康险业务全国盛大路演活动，现场约160名嘉宾公众见证了安盛保险健康险版图的进一步扩张：现场发布了针对大湾区的健康险产品“盛放人生•尊享守慧住院医疗保险”，同时也宣布了与腾讯企鹅医生的战略合作。

亚明出席深圳路演并致辞，寄语并展望了健康险业务的广阔前景。



现场，安盛保险深圳分公司总经理刘喜峰同样在现场发表了致辞。



Launched in six cities and with more than a thousand guests attending - the Health in Action Distributor Roadshow has been fully supported by local branches and highly praised by our distributors and partners. It is worth mentioning in parallel that our employee quiz competition to activate the Health in Action campaign internally was also widely participated while the online social campaign for the International Cancer Therapy product helped AXA win a positive and broad voice on social media platforms.

Let's review some of the wonderful moments of this campaign through the recap video below:

Video Link:

<https://v.qq.com/x/page/h3118n9oale.html?>

2020年“健行安盛”健康险业务全国盛大路演已经走过了6座城市，参与嘉宾超过千名，收获了各地分公司的大力支持与渠道伙伴的广泛好评。此前，在公司内部，以健行安盛为主题的健康险知识竞赛和朋友圈集赞活动也获得了同事们的踊跃参与。

同时，线上的社会化营销活动也在社交媒体上为安盛保险赢得了喝彩。

点击以下的回顾视频来一睹活动的每个精彩瞬间吧！

视频链接:

<https://v.qq.com/x/page/h3118n9oale.html?>



## **Commercial and Global Health teams join hands and win 2020 first cross-selling corporate health business**

Commercial and Global Health teams joined forces and won the first cross-selling of Group Medical Insurance business in 2020! Our Beijing Branch and Bank of China (overseas branch) successfully signed a Group High-End Medical Insurance policy with a total premium of RMB 300,000.

The success resulted from the cooperation between the Global Healthcare and Commercial teams to expand the non-motor business. The Commercial team is expanding its business scope from single commercial insurance line to corporate risk control solutions by cross-selling commercial and medical insurance, in line with our “non-motor transformation” strategy.

Thank you, commercial insurance team and global healthcare insurance team! You’ve set a great example in driving the non-motor business development.

## **商业险与全球健康险联手成功开拓首单企业健康险交叉销售业务**

近日，商业险和全球健康险团队合作赢得了2020年首单企业健康险交叉销售业务！北京分公司和中国银行（海外分行）成功签约团体高端医疗保单，合计保费人民币30万元。

这是全球健康险事业部与商业险事业部共同合作、拓展企业非车业务的优秀成果。通过交叉销售，商业险团队正将业务由单一商业险领域拓展为商业险与健康险相结合的企业风险解决方案，与我们非车转型策略深深契合。

感谢商业险团队和全球健康险事业部！你们为推动非车业务发展树立了新的表率。

## BRANCH NON-MOTOR TRANSFORMATION

As we are transforming into a market-leading partner and provider of holistic solutions for our customers' health and protection needs, we've already set up a non-motor branch working group to link the headquarter with 27 branches to drive the transformation at branch level. Let's take a closer look at some key training programs to help branch transform:

### Train the Trainer

Led by our non-motor working group and supported by all non-motor teams and claims, **Train the Trainer (TTT)** – an online livestream broadcasting training program was launched on June 22nd to equip our sales, underwriting and claims colleagues with non-motor product knowledge, proper methodology and updated online broadcasting skills to become non-motor expert trainers.

The TTT program has attracted altogether 60 colleagues from all branches and contact centres. They will be instructed by the mentor group comprising 16 experts from health, retail, commercial and claims teams at headquarter. The mentors are authorized by Yamin to help the 60 colleagues with their abundant non-motor expertise and experience.

## 机构非车转型进行时

我们正通过转型,致力成为全面保障方案提供商和客户健康陪伴者,作为转型项目的一部分,我们成立了非车机构转型项目组,帮助连接总部与27家分支机构,推动机构非车发展。为赋能机构,多项业务培训活动正在进行,以下是一些重点培训项目供大家了解:

### 非车直播讲师创造营

由非车机构转型项目组发起,并由各非车条线及理赔大力支持下打造的直播培训项目——**非车直播讲师创造营**已于6月22日正式开营,为销售、核保及理赔同事们提供了钻研产品知识、强化展业技巧及学习直播方法、成为专业非车内训师的培训平台。

这次非车直播讲师创造营共招收了来自机构和在线中心的60名员工入营。他们将获得总部最强非车导师团16位导师们的指导。来自总部健康、零售、商业险及理赔团队的导师们在亚明的授权下,将利用自己在非车领域丰富的经验和专长帮助60位学员成长。



Yamin with the HQ Mentor Group

The program runs in four phases till December: **online training session** (June 22 – July28), **HQ coaching** (July 29 – August 14), **broadcasting test** (August 15 – August 21) and **final company-wide broadcasting events** through WeChat Work (September – December).

Weekly broadcasting training sessions have already been arranged since June 22nd, covering the most relevant topics such as analysing course needs, building connections with audience, generating tailor-made content and designing broadcasting scripts. After the session, the 60 colleagues will generate their own broadcasting pack - course needs analysis, poster, training course PowerPoint, trainer handbook and test bank, and will broadcast to all colleagues through WeChat Work. Based on the most urgent business development needs from branches, those broadcasting courses will introduce elements including sales skills, scripts and claim cases, to push the boundary and help our excellent trainers spread knowledge and skills across the country.

Thank you for all branches and HQ teams' support! We look forward to seeing your work!

非车直播讲师创造营将分四个阶段进行,并将于12月结束:**线上训练营**(6月22日-7月28日),**专家辅导**(7月29日-8月14日),**考核认证**(8月15日-8月21日),最后通过企业微信进行**演练和传播**(9月-12月)。

自6月22日开营以来,每周线上直播开课一次,直播话题涵盖课程需求分析、与观众建立联系、打造专属内容以及设计直播脚本等等。最后60位营员将设计制作一套自己的直播包:包括课程需求分析、课程宣传海报、PPT课件,讲师手册和测试题库,并通过企业微信在全公司进行直播。课程内容将针对机构展业需求最迫切的销售技巧、话术、理赔案例等,利用直播方式,打破地域边界,让优秀讲师的能量辐射全国。

感谢所有机构的支持和总部团队的参与。期待看到各位的直播作品!

## TTT details



## HQ-Branch Non-motor Sales Workshop

A HQ-branch non-motor sales workshop was held at Jinqiao office in Shanghai on June 15th ahead of the TTT program launch. Around 30 frontline key non-motor branch colleagues joined the meeting with non-motor branch sales and underwriting experts to share success stories and discuss non-motor products marketing skills.

Colleagues from Hebei and Jiangsu branch presented their change experience and achievement on driving the non-motor growth in these two provinces. A mock sales session was also arranged for colleagues to practice and hone their skills, guided by non-motor experts from headquarter.

Four “Catchphrase Bibles” based on frontline non-motor experience, were born out of the workshop. The mock sales video clips were also uploaded to the E-Learning platform for all branch colleagues to watch and learn.



## 非车经验分享暨直播讲师认证项目启动会

在非车直播讲师创造营开营前, 非车经验分享暨直播讲师认证项目启动会于6月15日在上海金桥办公室成功举办。各非车事业部机构销售推动及机构核保专家与来自各分支机构的30余非车一线骨干, 就一些成功案例和非车产品销售技巧一起进行了分享和讨论。

会上, 来自河北和江苏分支的同事们分享了其非车转型成绩及业务增长经验, 在总部非车专家同事们的指导下, 大家也通过模拟销售环节练习了销售技能, 磨练了话术技巧。

这次研讨会为机构非车销售贡献了四部集结优秀机构一线经验的“话术宝典”。场景演练的视频也上传到了安盛乐学园, 供机构同仁观看学习。



## Non-motor Course Competition in Full Swing

Following the “Non-Motor Academy” launch in May, the Non-motor Course Competition was activated among 27 branches and three contact and operation centres to build a comprehensive non-motor course mechanism, strengthen non-motor knowledge and execution skills and to improve team cohesion.

101 courses were submitted to the non-motor working group by June 18th, covering products of retail, commercial, and health. We take an early look at the submitted courses and are amazed to see how talented and well-prepared our branch colleagues are. After being reviewed by the HQ judge committee, fine works will be uploaded to E-Learning platform for all colleagues to learn.

Thank you for all branch colleagues’ active participation and contribution in diversifying non-motor training and enhancing inter-branch communication!

## 金牌课程征集大赛热烈进行中

非车学园五月开园后，金牌课程征集大赛也随即于27家分支机构及3家作业中心和电服中心成功开启，以完善和充实非车培训课程体系，提升机构对非车知识的掌握和运用能力，进一步增强团队凝聚力。

截至6月18日，机构非车转型项目组已收到101份金牌课程设计大赛作品，内容丰富，创意十足，设计精心，涵盖零售险、商业险及健康险，在总部评审团审核完成后，优秀作品将上传至安盛乐学园供大家学习参考。

感谢所有的机构同事的踊跃参与，为丰富非车培训素材、促进机构间交流共享贡献出一份力！

BU条线 Business Lines	课程数量 Number of Courses
零售险 Retail	58
商业险 Commercial	21
中高端健康险 UMC Health	19
高端健康险 Premium Health	3

## Branch underwriting professional team set-up

Underwriting talent development is one of the cornerstones of non-motor transformation and sustainable growth. Building a team of underwriting professionals is essential to developing our core competitive advantages. In this light, the non-motor branch working group, commercial, retail and HR worked together to roll out several initiatives including: locking full-time and part-time branch underwriting candidates, drafting Administrative Measures for Assessment and Appointment of Branch Non-motor Underwriting Professionals (Trail Version) and Administrative Measures for Branch Non-motor Business Underwriting (Trail Version) General Provisions, arranging non-motor underwriting talent training and exam, as well as delegating underwriting authority.

The two administrative measures introduce a comprehensive guideline on company structure, human resources allocation, job responsibilities, evaluation and salary, underwriting authorization, professional team, level setting and career development. They help lay a solid foundation for building non-motor underwriting team.

As part of the set-up, the Underwriting Test aiming to assess underwriters' commercial and retail insurance knowledge and skills has finished in early July. All participants can access test scores on the E-Learning platform. Underwriters who passed the test will get authorized soon.

商业险 Commercial Insurance		
排名 Ranking	机构 Branch	姓名 Name
NO.1	河北 Hebei	王桂云
NO.2	重庆 Chongqing	汪军
NO.3	江苏 Jiangsu	张铁军
	广东 Guangdong	韩文科

## 机构专业非车核保人团队搭建

核保人培养是非车险转型和非车险长足发展的基础之一, 打造专业的机构端核保人团队是打造机构核心竞争力的关键一环。为打造专业的核保人团队, 非车项目组、各非车事业部和人力资源部准备了一系列工作, 包括确定机构专岗/兼岗核保人选、撰写《机构非车核保管理办法(试行版)》及《机构非车核保专业序列评聘管理办法(试行版)》发文、安排非车核保人的培训及考试、授予核保权限等。

非车核保管理办法和评聘办法从组织架构、人力配置、岗位职责、评聘及薪酬、核保授权及审查、专业序列及等级设置及职业发展路径等方面做了全方位的规定及解释, 为非车险核保团队的搭建打下了坚实的基础。

作为团队搭建的一环, 以测试机构核保人核保知识及技能为目的的商业险核保考试及零售险核保考试, 已于2020年7月初顺利完成, 所有考试通过的核保人将在近期获得正式核保授权。

零售险 Retail Insurance		
排名 Ranking	机构 Branch	姓名 Name
NO.1	重庆 Chongqing	汪军
NO.2	四川 Sichuan	苏霞
NO.3	山西 Shanxi	梁琼
	河北 Hebei	王桂云



## Commercial Line Incentive Campaign

Enclosed within the branch non-motor transformation, the Commercial Line Incentive Campaign aiming to provide holistic risk solutions has kicked off on July 1st. The campaign is initiated to drive branches to explore new business and large account opportunities.

The campaign's first phase will run from July to September, with below four activities:

- Commercial Insurance Leading Branch Award: motivating branches to reach and exceed commercial line target and bring in more new business
- Package Business Development Award: encouraging sales to bring in multi-products business from corporate clients
- Commercial Insurance Large Account Award: inspiring sales to aim at large and significant clients
- Commercial Insurance Structure Optimization Award: encouraging underwriters to act and optimize the portfolio structure and develop holistic multi-line business

## 非车转型项目商业险激励计划

作为非车转型项目一环, 为客户解决多种风险的商业险激励计划已从7月1日开始正式启动, 以激励机构开拓新业务、大业务。

该激励计划一期项目将从7月开展至9月, 包含如下四项活动:

- 商业险领头羊: 激发机构活力, 推动机构超额完成商业险业绩指标并开拓新业务
- 一揽子业务开拓奖: 激励展业人员对公司客户进行多产品综合业务拓展
- 商业险大单奖: 鼓励发展高质量高保费的标杆业务
- 商业险结构优化奖: 激励核保人对业务结构的管理, 发展多条线全险种业务

## Another 100% pass rate year on Security Checkpoint 2020

The Security Checkpoint 2020 Edition was launched from June 15th to July 3rd in HQ and 27 branches. This year we have **3011** employees finishing the online test with **100% completion rate** and **100% pass rate**! Congratulations to you all obtaining the certificates! Many thanks to our IT Governance Office for organising the whole program, helping enhance our information security awareness to distinguish threats in our daily life and work.

## 信息安全检查点测试再创佳绩

6月15日至7月3日期间，我们于总部及分支机构开展了“2020安全检查点”项目。今年一共有**3011**位同事参与了线上答题测试，**完成率100%！通过率100%！**恭喜所有同事拿到证书。也非常感谢我们的IT治理部组织今年的一系列活劢，帮助我们提高信息安全意识，从而辨别生活和工作中的安全威胁。

### 2020 Security Awareness Program

#### Security Checkpoint 2020 Edition Result



HQ+27 branches



Remark: TSR, CSR excluded

#### EMPLOYEE SCOPE

Total number of identified employees in scope

**3011**

#### ASSESSMENT TAKEN

% of employees who completed their assessment

**100%**

#### ASSESSMENT SUCCESSFUL

% of employees who passed their assessment

**100%**

As part of the program, a prize quiz game on Information Security was held in the headquarter office on June 17th with management team and HQ colleagues, adding some fun to the online test while raising our security awareness. Colleagues from teams including Legal, Finance, HR, Admin, IT and Branding joined the activity together with the management team of Xavier, Yamin, Benoit, Anthony, Peggy, Philip, Segolene, Scott and Tracy.

We hope all of us can apply the AXA security mindset both in and out of office going forward, to care, to protect and to alert!

作为项目的一部分,6月17日下午,我们在公司总部举办了信息安全有奖竞猜活动,通过管理层团队与总部同事们的互动参与,在增强大家信息安全意识的同时也为此次考核增添了一些趣味。管理层团队包括Xavier、亚明总、Benoit、Anthony、Peggy、Philip、Segolene、Scott以及Tracy与总部法律合规、财务、人事、行政、IT以及品牌部的同事们一起参与了是次竞猜活动。

希望大家今后在工作、生活中都可以运用安盛的安全思维,关注、保护、保持警惕!





## EAP service available to all employees

As part of our global initiative, the Employee Health and Wellbeing program was officially launched on July 10th in China for all AXA Tianping employees, ignited by the EAP hotline.

Employee health and well-being, especially mental health, is an important priority for AXA. We aim to create a healthy and happy workplace. We want everyone to feel cared and appreciated at AXA. Thanks to our HR team, we now can all enjoy the benefits.

Following the launch, the first “Health Day” on-line session was launched on July 17th, providing further advice on work & life mental health with elaboration on the EAP service.

Thank you, HR team! Hope everyone happy and healthy at AXA!

## 员工EAP心理咨询服务热线开通

作为安盛全球项目一部分，“员工关爱计划”在7月10日“EAP心理咨询服务热线”开通之日正式启动，为所有安盛天平的员工提供关怀和支持。

在安盛，我们关心并重视每一位员工的身心健康，特别是心理健康。我们希望能为大家创建一个健康安心的工作环境，让安盛每一位员工都受到爱护和珍视。在人力资源部同事们的协调下，我们现在都可以享受到这一福利了。

首次线上“员工健康日”活动在7月17日开展，帮助同事们详细介绍及解答了EAP心理咨询服务的相关问题。

感谢人力资源部，希望大家在安盛都能保持健康的体魄和愉悦的心情！



AXA 安盛保险

健康同行  
第一季  
盛放心灵

同行路上，我们始终相互关心、相互激励、相互成就。每一位安盛员工的身心健康，都与安盛的事业及发展同等重要，值得我们一起努力去经营。

从这个夏天开始，安盛将为全体员工提供更多的健康关怀福利，通过常设服务与主题活动，帮助大家更好的保持身心健康，实现工作与生活的最佳平衡。

活动第一季，将由「心理健康」主题开启。职业发展方向、情感及婚姻困扰、家庭及育儿问题……通过心理援助服务及健康日主题宣传活动，你都可以获得最棒的解答及支持。

让我们一起“健康同行，盛放心灵”吧！

7.10 「盛放心灵」心理援助服务正式上线  
7.17 安盛首期员工「健康日」线上开启

安盛员工关爱计划  
AXA Employee Health and Well-being Program



AXA 安盛保险

盛放心灵  
心理援助服务  
7.10  
正式上线

400 920 3300  
EAP 7\*24小时/全年无休心理咨询热线

无需预约/可提供双语服务/覆盖员工及其配偶、子女  
如需与专业咨询师进行面对面沟通，也可通过此热线电话预约面谈时间及地点。EAP全程服务将确保个人信息及咨询内容的严格保密。

安盛员工关爱计划  
AXA Employee Health and Well-being Program

## Office Signage Guidelines to ensure the brand image consistency

Our branding team has newly released an “Office Signage Guidelines” in compliance with Group standards to keep the consistency of the principles and styles of the usage of AXA brand for our 98 office sites across China, to ensure that the logo is well presented and correctly applied.



## WHY AXAleaflet released

The WHY AXA leaflet was released to ensure brand core value consistency and underline our brand advantages. It is designed by Branding team with all teams' contribution, and now available for everyone to download from **Brand Hub**.

Guided by AXA's new Purpose, our competitive advantages are spotlighted in the leaflet: global leading position, local network and expertise in China, innovative health products and excellent quality service. We hope the four core values will help AXA employees, customers and distribution partners get a clearer view of our brand value.

## 赋能公司品牌转换 ---- 品牌部分享职场品牌物料准则

为了在全国范围内实现安盛职场品牌调性一致，品牌部制定了《安盛保险职场品牌物料设计制作准则》。该准则沿袭了安盛全球《职场品牌标识准则》的原则和设计风格，并进行了改编与延展，确保其满足全国98个职场的具体需求、以及适于我们在中国的品牌标志的展示。

## 安盛核心品牌价值手册发布

为实现品牌核心价值的一致表达，凸显安盛品牌的竞争优势，由各业务线支持、品牌团队设计的《安盛核心品牌价值手册》已于**品牌素材中心**上线，供各位下载使用。

在集团新使命的指引下,该手册系统地梳理了安盛的竞争优势:全球卓越的领先地位、扎根中国的本地网络、创新甄选的健康险业务、竭诚服务的客户承诺。希望这四大核心价值可以帮助安盛的员工、客户及各位渠道伙伴们加深对安盛品牌价值的认同。



## Xavier speaks AXA's commitment to China

Xavier Veyry lately shared his views with several top international and local business press on AXA's commitment in China, the health strategy as well as our digital health innovations and partnerships.

With Forbes China, Xavier talked about details around AXA's focus on addressing the issues facing China's health market while capturing the huge telehealth opportunities by partnering with local innovative partners.

In the interview with CNBC – a top business news TV channel in U.S., Xavier reiterated our commitment to China market: "It is important for foreign enterprises, before anything, to be rooted in the Chinese market, serving Chinese customers with the support of the parent company because China is not one market and customer needs are very diverse and demand for advanced digital applications will propel the future." Xavier's views were reposted by Xinhua news, China Daily and Shanghai Daily.

During the Lujiazui Forum at June 18-19, Xavier spoke with The Paper and Jiemian and elaborated AXA's business transformation and health strategy.

## AXA Chairman Denis speaks Fintech at Lujiazui Forum

AXA Group Chairman Denis Duverne spoke online at Lujiazui Forum on June 19 and was quoted by major Chinese finance and business media outlets including Securities Times, China Business News, China Banking and Insurance News, Shanghai Securities News, China News, People's Daily, Shanghai Daily, Economic Observer and Xinmin Evening News.

## 卫泽韦探讨安盛对中国的承诺

近期, Xavier与国内外的顶级商业媒体, 就安盛对中国市场的承诺、我们的健康策略以及数字医疗方面的创新及合作分享了他的看法:

在福布斯中国的采访中, Xavier表示, 安盛的市场战略将围绕解决中国医疗健康市场面临的问题开展, 同时将通过本地创新型合作充分解锁中国健康险市场的巨大机遇。。

在与美国财经新闻频道《消费者新闻与商业频道》(CNBC)对话中, Xavier重申了我们对中国市场的承诺: “外资企业在华发展最重要的是背靠集团, 根植中国市场, 服务中国客户。因为中国并不是单一市场, 客户的需要非常多元化, 他们对先进数字化应用的需求将引领未来的发展。” Xavier的观点由新华网、中国日报和上海日报相继引用。

在6月18-19日举行的陆家嘴论坛中, 澎湃新闻和界面新闻同时就安盛业务转型和健康策略专访 Xavier。

## 安盛集团董事长Denis于陆家嘴论坛就金融科技发表演讲

安盛集团董事长Denis Duverne于6月19日陆家嘴论坛发表视频演讲, 诸多中国主流金融及财经媒体争相报道了Denis的演讲内容, 包括: 证券时报、第一财经、中国银行保险报、上海证券报、中国新闻网、人民日报、上海日报、经济观察报、新民晚报等。



Denis said at his speech that AXA has been in China for over 20 years and has a large presence in the country. The acquisition of AXA Tianping was the natural consequence of AXA's conviction that China will be a key growth engine for the company in the future. He added that China is the place where Fintech has fulfilled its potential the most and the future is probably more on the development of Fintech in B2B.

Denis Duverne在演讲中表示安盛集团在中国有很多业务, 去年全面收购安盛天平对安盛未来在中国的发展非常重要。此外, 他还认为中国是金融科技的中心, 未来金融科技发展将主要集中在B2B领域。



安盛保險