

# Press release

Hong Kong, 19 June 2023

## **AXA joins forces with Carbon Wallet to motivate Hong Kong community to Go Green**

Hong Kong's first insurer to partner with the leading green lifestyle reward platform to recognise customers' eco-habits for a sustainable future

AXA Hong Kong and Macau ("AXA") today announced its strategic partnership with Carbon Wallet, Hong Kong's one-stop green lifestyle reward platform and a portfolio company of MTR Lab Company Limited, to motivate the community to live a greener lifestyle for a sustainable future.

As Carbon Wallet's first insurance partner in Hong Kong, AXA activates a customer engagement campaign "AXA Go Green Rewards"<sup>1</sup> through Carbon Wallet's unique green rewards platform. The campaign aims to recognise its customers' effort to reduce their use of paper through opting for digitalised insurance processes and thereby reducing carbon emissions, and encourage them to take further steps towards a greener lifestyle. The partnership will be the first in the market to reward insurance customers and drive green actions with exclusive eco-friendly rewards that go in line with sustainable consumption.

**Sally Wan, Chief Executive Officer, AXA Greater China**, said, "Climate change has become the biggest threat in the 21<sup>st</sup> century. It is crucial for us to educate and encourage our community to take concrete actions now to combat the climate crisis and to build a greener and more sustainable planet. As an exemplary company, AXA is proud to join hands with Carbon Wallet to step up our efforts to inspire our customers and more broadly our community to engage in green actions. The 'AXA Go Green Rewards' is a call-to-action to propel more people to go on a green journey with us to make our planet a better place."

**Chester Cheng, Co-founder, Carbon Wallet**, said, "At Carbon Wallet, we are passionate about empowering individuals to take collective climate actions in an easy and rewarding way. We are delighted to team up with AXA who shares our commitment to tackling climate change. Together, we are not only rewarding consumers' simple green actions for long-term behavioural changes, but also reinforcing sustainable consumption as they redeem green rewards on our platform. This partnership is a perfect example of how leaders could join forces in maximising impact to the wider community for the planet."

The "AXA Go Green Rewards"<sup>1</sup> starts from 19 June 2023 until 18 August 2023. During the campaign period, all Hong Kong residents aged 18 or above can enter the "AXA Go Green Rewards" by completing a simple registration on Emma by AXA. Carbon Wallet Points (CW Points) will be rewarded to each of the eligible registrants upon completion of a green action, for example digital claim submission and online purchase of travel, home, overseas study and other insurance plans. Furthermore, registrants can automatically enter the Grand Lucky Draw to win from the pool of 1,000,000 CW Points to redeem eco-friendly rewards, such as organic skincare products, plant-based dining, eco-experience and free MTR rides on Carbon Wallet's leading rewards platform.

To learn more about the "AXA Go Green Rewards", please visit [www.axa.com.hk/en/axa-go-green-rewards](http://www.axa.com.hk/en/axa-go-green-rewards).

<sup>1</sup> For terms and conditions, please visit the event website: [www.axa.com.hk/en/axa-go-green-rewards](http://www.axa.com.hk/en/axa-go-green-rewards); Trade Promotion Competition Licence No.: 57173-4

Terms and Conditions apply. The above information is for reference only, please refer to the relevant Terms and Conditions for details.



Photo caption: 1,000,000 Carbon Wallet Points will be given out by Grand Lucky Draw.

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#### About AXA Hong Kong and Macau

AXA Hong Kong and Macau is a member of the AXA Group, a leading global insurer with presence in 51 markets and serving 93 million customers worldwide. Our purpose is to act for human progress by protecting what matters.

As one of the most diversified insurers in Hong Kong, we offer integrated solutions across Life, Health and General Insurance. We are the largest General Insurance provider and a major Health and Employee Benefits provider. Our aim is to not only be the insurer to provide comprehensive protection to our customers, but also a holistic partner to the individuals, businesses and community we serve. At the core of our service commitment is continuous product & service innovation and customer experience enrichment, which is achieved through actively listening to our customers' needs and leveraging and investing in technology and digital transformation.

We embrace our responsibility to be a driving force against climate change and a force for good to create shared value for our community. We are proud to be the first to address the importance of mental health through different products and services and thought leading iconic research. Our overall Sustainability Strategy, with emphasis on climate strategy and biodiversity commitment, is developed based on TCFD recommendations. We are committed to integrating environmental, social and governance factors across our business and strive to contribute to a sustainable future through 3 distinct roles - as an investor, insurer and an exemplary company.

THIS PRESS RELEASE IS AVAILABLE ON AXA'S WEBSITE: [AXA.COM.HK](http://AXA.COM.HK)

#### FOR MORE INFORMATION:

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### About Carbon Wallet

As Hong Kong's leading one-stop green lifestyle reward platform, Carbon Wallet aims to drive sustainable consumption for cities and Make Green Lifestyle Fun. The mobile App promotes a low-carbon lifestyle through a gamified experience; users can track the carbon emissions they save every day and get rewarded for taking six green actions including travelling on low-carbon MTR transport, walking, recycling, having vegetarian meals, choosing plant-based milk beverages and supporting green shopping. Points earned through the App can redeem rewards from sustainable brands. Carbon Wallet is a wholly-owned subsidiary of MTR Lab Company Limited.

For more information about Carbon Wallet, visit [www.carbonwallet.com.hk](http://www.carbonwallet.com.hk) | IG: @carbonwallet.hk

For information about MTR Lab, please visit <https://www.mtrlab.com.hk/en>



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### IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

Certain statements contained herein may be forward-looking statements including, but not limited to, statements that are predictions of or indicate future events, trends, plans or objectives. Undue reliance should not be placed on such statements because, by their nature, they are subject to known and unknown risks and uncertainties and can be affected by other factors that could cause AXA's actual results to differ materially from those expressed or implied in the forward-looking statements. Please refer to Part 4 - "Risk factors and risk management" of AXA's Universal Registration Document for the year ended December 31, 2019, for a description of certain important factors, risks and uncertainties that may affect AXA's business, and/or results of operations. AXA undertakes no obligation to publicly update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise, except as part of applicable regulatory or legal obligations.