

Jef Van In is appointed Chief Executive Officer (CEO) of AXA Bank Europe

AXA announces the appointment with immediate effect of Jef Van In as Chief Executive Officer (CEO) of AXA Bank Europe and Executive member of the Board of Directors.

Jef Van In has a background of more than 17 years in retail and corporate banking, both in Belgium and in Eastern Europe. Jef Van In (43) spent the early part of his career in Corporate Banking at Bank Brussel Lambert (1993) and Sumitomo Bank Brussels (1995) where he was responsible for marketing Corporates, Institutional clients and SME's in the Benelux.

During the past 10 years, Jef has been a retail banker at ING, first as head of retail and private banking of the Brussels North Region before taking up national responsibilities for savings and investments, branch design and roll out.

From 2006 to 2009, in the capacity of CEO ING Retail Banking Ukraine, he led the ING retail start-up in Ukraine, its further development and later on the closing of the retail bank. Back in Belgium in 2009, Jef became responsible for the strategic vision and implementation of the ING Belgium online corporate distribution platform redesign.

Jef holds a Master degree in Commercial engineering from KULeuven and an Executive MBA from the Flanders Business School in Antwerp.

Jef will report to Jacques de Vaucleroy, CEO of the Northern, Central and Eastern Europe Region and a member of the AXA Group Management Committee. *"I am convinced that Jef's in-depth knowledge of banking and his experience abroad will be most-valuable to strengthen the growth of our different bank operations throughout Europe"* says Jacques de Vaucleroy.

As CEO of AXA Bank Europe, Jef is in charge of the banking activities in Belgium, Hungary, Switzerland, Czech Republic and Slovakia.

Jef Van In is replacing Hervé Hatt who stepped down as CEO on December 31st 2010.

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About AXA Bank Europe

AXA Bank Europe, a subsidiary of AXA Holdings Belgium, offers retail banking products and services in Belgium, Hungary, Switzerland, Czech Republic and Slovakia. With approximately 2.000 employees throughout the different entities, we accompany 1,8 million customers and implement the OneAXA business model, combining both insurance and banking activities as a response to customers' needs. The commercial activities of AXA Bank Europe are supported by a strong centralized ALM & Treasury function, the infrastructure related to these activities has been leveraged to support the manufacturing of savings products distributed by AXA Group entities (Hedging program of Variable Annuities, Structured products).