



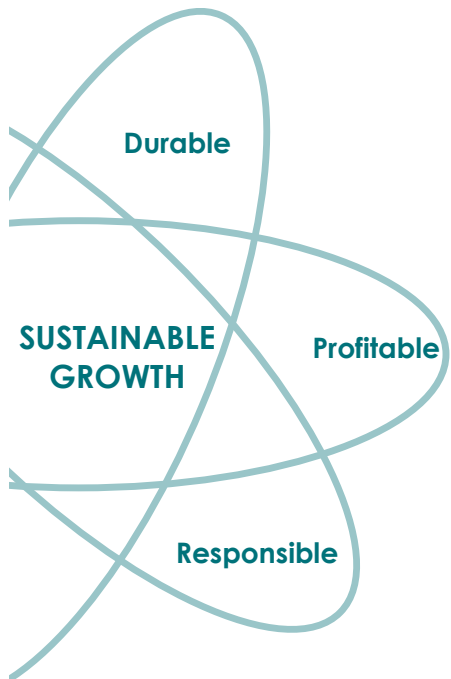
Empowering Women Entrepreneurs



The multiple challenges of women entrepreneurs

AXA has put the protection of women at the very centre of its strategy

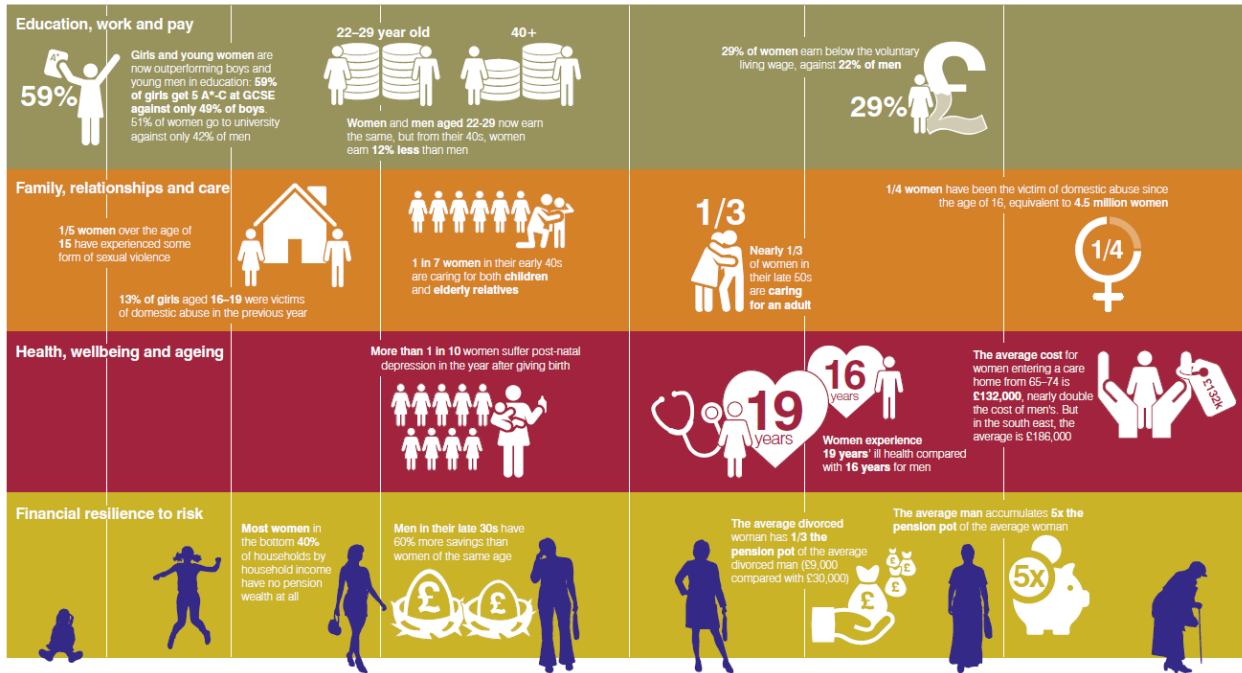
AXA is transforming from being a payer to partner



By 2020, AXA ambition is to be recognized as the insurer who provides protection solutions and opportunities to women

Women life is challenging

There are specific areas of life where women are particularly impacted



Source: CII's Investing in Women's Future (<http://www.insuringwomensfutures.co.uk/uploads/2017/01/Risks-in-Life-Report.pdf>)

The life of women entrepreneurs is even more challenging

Women entrepreneurs represent a strong potential for our global women strategy

💡 Women entrepreneurs represent a **cross- and up-selling opportunity** for AXA

💡 Women, esp. **mothers** are **conduits to their larger family**: their children, parents and spouses.

Woman Entrepreneur



Property & Casualty (e.g. car, home, travel, third party liability)

Life & Savings (e.g. life, retirement, education, savings)

Health (e.g. nursing, dependency, child, critical illness, long-term care)

Increase in # products sold. Decrease of costs by channeling distribution



Children



Parents



Spouses

We are looking at specific solutions

The women entrepreneurs' market is vibrant, facing specific protection needs across business lines.

For me as an entrepreneur

Assistance in case of business disruptions and material damage

Financial advisor

SOS line 24/7

Business content

Roadside assistance

Financial management services

Home insurance for businesses based at home

Business disruption: cover for revenue losses

Inability to work protection

Flexible Indemnities

For me as an individual

Health Coverage*

Retirement Plan

Free check-ups for mammography and female cancer prevention

Second medical advice, health and nutrition consultations

Networking Events

**Women entrepreneurs care about the protection of their own health (medium priority), as this is vital to their business, e.g. protection from work accidents, employee protection,*



Products



Services



What is AXA doing?

We are reconducting our participation to the Paris Women's Forum to strengthen our positioning as thought leader

Plenary Session



Audience: 1500-2000 

Speaker: Thomas Buberl

Topic: Daring to transform our health ecosystems

Break-out Session



Audience: 80-100

Speaker: Hassan El Shabrawishi

Topic: Fintech, embracing disruption

Discovery Space

Audience: 40-50 



Speaker: Amelie Oudéa-Castera
Topic: How can innovation support well-being and prevention?



Speaker: Dawn Miller
Topic: Empowering women entrepreneurs to lead the way



Speaker: Garance Wattez-Richard
Topic: Sustainable finance



Speaker: Laurent Benichou
Topic: Blockchain

Globally

Building on our 2017 GIH competition, AXA wants to support women beyond mentoring by introducing acceleration programs with AXA local teams

WOMENⁱⁿ
BUSINESS⁺
FOR GOOD

Leveraging our partners' expertise



- Experience in creating worldwide reach for contents and sponsor visibility
- Network of lead media partners



- Access to a network of 2.000+ women entrepreneurs
- Expertise in project acceleration, coaching and support



Project description

Spot, Highlight and Accelerate Women Businesses

- Source **100 women entrepreneurs**
- Choose 6 to participate in **exploration workshops** with AXA teams to overcome business challenges
- Select 3 to partake in a **4-month acceleration program** to design and prototype collaborations within AXA solutions



The *Rencontres pour Elle* aim at creating a space for discussing protection with a specific female angle



Les femmes assurent.
AXA les accompagne.

anper@axa.fr
Le programme L

réinventons / notre métier AXA

Branch event
Web portal
Ad campaign



AXA accompagne les femmes
vers plus d'indépendance financière
avec le **PROGRAMME L**

Rencontrons-nous pour en parler
axa.fr/ProgrammeL

Assurance
Banque

réinventons / notre métier



Le programme L

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Assurance
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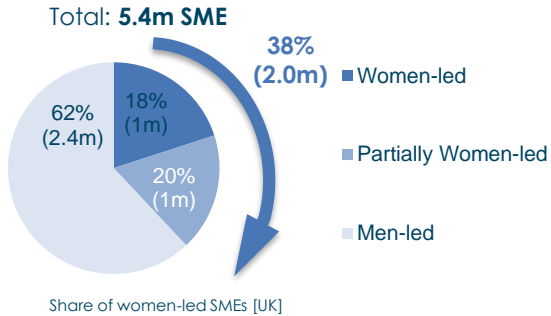
AXA s'engage à vos côtés





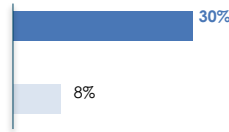
Women represent a significant part of the UK entrepreneurs market...and display interesting characteristics in the way they operate their businesses

Number of SMEs in the UK and breakdown by leadership¹⁾



Stronger tendency to use home as business base

% of home-based self-employed [UK]³⁾



% of business owners spending 3 to 5 days per week working from home⁴⁾ [UK]

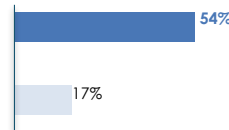


More part-time



More holding currently with another job

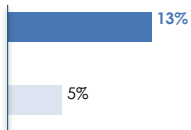
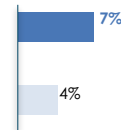
% of part-time entrepreneurs²⁾ [UK]



% of entrepreneurs with 2 jobs²⁾ [UK]

Entrepreneur as main activity

Employee as main activity



Women Men

1) Sources: House of Commons [2015] 2) Source: European Commission [2012] 3) Source: RBS 4) Source: ABI [2014] 5) Source: National Hairdressers' federation : business owners [2015] 6) Estimation based on BDRG Continental report [2014]





We have been acknowledging the significant and growing role of women entrepreneurs in the British SME market and supported their effort for guidance and networking



Be bold: how female entrepreneurs can challenge inequality in business

This international Women's Day, #BeBoldForChange

07 March 2017



Spotlight on: female entrepreneurs

More women in business is an exciting trend, and long may it continue

30 November 2016





Realizing the full potential of the women's insurance market will create far beyond the insurers' bottom line, increasing innovation, women's economic empowerment and economic growth.



Thank You