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## AXA Egypt achieves 36% sales growth rate 2020

AXA Egypt was the recipient of two Global Economics Awards in the categories of the 'Most Innovative Marketing Campaign' and the 'Fastest Growing Insurance Company' for the year 2021.

AXA Egypt developed multi-channel sales and distribution methods in a short tenure, to fabricate a unique consumer experience that complements the ever-maturing needs of the average consumer. These executions encompasses both brokerage firms and individuals which lengthened from 10 firms and 50 individuals in 2016 to 25 firms and 200 individuals in 2020. Coupled with a highly motivated team of 80 experienced and qualified sales professionals, the



firm encompasses direct sales channels through protection consultants in Egypt. The firm also possesses bancassurance networks via the Commercial International Bank (CIB), the Ahli United Bank (AUB Egypt), and the Arab African

International Bank (AAIB), within their wide-ranging suite of networks throughout Egypt.

As the years progressed, AXA Egypt witnessed an improved contribution through women employees with around 42 per cent of them

pivoting the leadership roles. Women are the powerful harbingers of change. The expansive benefits of diversity and gender parity in leadership and decision-making are surging and identified within all the realms of the firm.

As of December 2020, AXA Egypt brags a year-on-year 36 per cent growth in sales, inclusive of a magnanimous year-on-year 60 per cent growth in the property and casualty line of business, year-on-year 96 per cent growth in health, and year-on-year 21 per cent growth in life insurance.

AXA Egypt was recognised by The Global Economics to be a firm that adopted the 'Most Innovative Marketing Campaign' in 2021.