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AXA Egypt signs five-year bancassurance agreement with AAIB

AXA Egypt has announced signing a five-year bancassurance agreement with the Arab African International Bank (AAIB), offering new, outstanding insurance services to customers. The deal is in line with AAIB's keenness to offer excellent non-banking, value-added services, and quality products to meet the customers' needs.

Under the agreement, over 20 products of AXA Life Insurance Egypt and AXA General Insurance will be available to AAIB customers, enabling them to avail a range of AXA products, including health and life insurance as well as savings and protection plans. The agreement covers 42 AAIB branches in Egypt, ensuring the fair distribution of the insurer's value-added services.

Managing Director of AXA Life Insurance Egypt and Chairman of AXA General Insurance Ayman Kandeel said: "We are proud of this partnership which aligns with AXA's strategy to expand in Egypt by



reaching a larger customer base via new distribution channels."

"I would like to extend my thanks and gratitude to the AAIB for trusting AXA Egypt to become its insurance partner, Kandeel added, noting that the AAIB is one of Egypt's pioneering banks which achieved rapid growth in a record time. "Together, we seek to focus on meeting the needs of the AAIB's customer base through AXA insurance protection solutions."

Dina Zikry, Head of Consumer

Banking and Financial Inclusion at Arab African International Bank said that the insurance plans offered by AXA through the bank's branches are selected based on the branch density, as they include programs developed specifically for our customers to help them set their plans. "This approach will enable us to offer seamless, resilient services based on the customers' choices that match their needs and plans," she added.