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AXA Life Insurance Launches Cancer Protect, a new innovative protection plan in Egypt

The latest in a portfolio of innovative insurance solutions, AXA Life Insurance Egypt has announced the launch of its new protection plan "Cancer Protect," dedicated to protecting financial lifestyle in case of diagnosis with cancer. This new pioneering plan is part of AXA's goal of becoming a one-stop-shop for all of its clients' protection needs in Egypt in 2021; and it is designed to provide financial backing and help maintain the lifestyle that cancer patients and their families are accustomed to.

The plan, which will cover ages 21 to 50, with a 15-year policy term and a fixed premium, will offer substantial pay-outs for early stage cancer patients and full payment for more advanced stages of the disease. Cancer Protect will also allow customers to benefit from a second medical opinion service for diagnosis and treatment from top specialists abroad, ensuring that patients have access to the best medical opinions, advice and treatment available. This service will be available to policy holders twice a year throughout the policy duration by contacting the AXA Life Insurance hotline.

"We understand how fundamental it is for our customers to know that they will be able to take care of their families, no matter what challenges life may bring their way. For us, this understanding goes beyond the traditional insurance concept of medical claim bill pay-outs, which is important of course, but it is not the only consideration. With the many emotional burdens that a diagnosis of cancer carries, Cancer Protect from AXA will help provide relief by being a

financial partner who will help them maintain the quality of life that their loved ones are accustomed to," AXA Life Insurance Egypt Managing Director Ayman Kandeel said.

The new policy is expected to offer new options to the growing number of cancer patients. According to the Globocan report, which collected data from the Aswan Cancer, Damietta Cancer and Minia Cancer Registries, 128,892 new cancer cases were diagnosed in Egypt in 2018, with 85,432 cancer-related deaths recorded that same year. The most nationally prevalent types of cancer are liver cancer, closely followed by breast cancer.

"We are proud to be a leader in Egypt in providing protection and support for one of the most prevalent serious illnesses in the country by offering a life insurance product specifically designed for cancer. We closely monitor consumer queries, requests and healthcare statistics to identify market needs where we can use our expertise to innovate and fulfil the protection requirements of our customers," Vice Chairman of AXA Life Insurance Egypt Khaled el Shaarany said.

The Cancer Protect product has been developed with customer convenience and accessibility in mind, which is why no prior medical exam will be necessary, with customers only required to complete a simple questionnaire.

And for more convenience, Cancer Protect policies can be acquired through various AXA Life Insurance distribution channels, including AXA's protection consultants and via bancassurance services.

