

17 January 2011

## **ISO RECOGNITION FOR DENPLAN**

Following more than 24 months of policy making among its 360 staff that will benefit the environment, the efforts of Denplan's 'Green Team' have been recognised with the ISO14001 Accreditation.

The ISO (the International Standards Organisation) is the world's largest developer and publisher of international standards, and ISO14001 is an international accreditation for environmental management.

Denplan Managing Director, Steve Gates, commented: "Being 'greener' is also becoming increasingly important to both our members and their patients - not to mention making great business sense. Denplan's ISO14001 accreditation shows how dedicated we are to reducing our environmental impact."

Denplan's Environmental Manager, Kevin Muldoon, added: "As a company we're enthusiastic about lessening the impact of our business on the environment and this award officially recognises our commitment to achieving these goals. We've also put many environmental controls in place, with plans to derive 100% of our electricity needs from renewable sources early in 2011."

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152 words

### **Notes to Editors:**

#### **About ISO14001**

The ISO (the International Standards Organisation) is the world's largest developer and publisher of international standards, and ISO14001 is an international accreditation for environmental management. Prompted by employee feedback Denplan is taking significant steps to reduce its impact on the environment. ISO14000 exist to help organizations (a) minimize how their operations negatively affect the environment (i.e. cause adverse changes to air, water, or land); (b) comply with applicable laws, regulations, and other environmentally oriented requirements, and (c) continually improve in the above.

#### **About Denplan**

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 member dentists nationwide treating approximately 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of



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dental care for nearly 25 years. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402  
Dentist enquiries telephone: 0800 328 3223  
[www.denplan.co.uk](http://www.denplan.co.uk)

**Denplan Care:** all routine and restorative care + worldwide dental injury and dental emergency cover  
**Denplan Essentials:** routine care only + worldwide dental injury and dental emergency cover  
**Plans for Children:** routine and other agreed care + worldwide dental injury and dental emergency cover  
**Denplan Emergency:** worldwide dental injury and dental emergency cover only  
**Denplan Enhance:** interest-free patient loans of £250 – £25,000 for dental treatment  
**Company Dental Plans:** company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

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#### **About AXA**

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 110,000 staff and reported total revenues for the full year 2006 of €79 billion, underlying earnings of €4,010 million and had €1,315 billion in assets under management as of 31 December 2006. Our previous company performance is not a guide to how we may perform in the future.

AXA's ordinary shares are listed and trade under the symbol AXA on the Paris Stock Exchange. AXA American Depository Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

#### **For more information:**

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