

17th October 2011

Happy 25th Birthday Denplan!

Founded in 1986, Winchester-based dental payment plan specialist Denplan has been marking 25 years of patient guidance and practice support by hosting company-wide celebrations.

Denplan revolutionised private dental care in 1986 and its heritage of support has resulted in more than 6,500 member dentists across the UK – caring for around 1.8 million patients. To celebrate all its achievements over the last 25 years, Denplan held an 80's theme day for employees on the 14 October, when staff were delighted with birthday cakes, presents, 80's fancy dress and a big 'thank you' from Denplan's Managing Director, Steve Gates.

Steve commented: "I firmly believe that a business is only as good as its people and Denplan could not ask for a more passionate, dedicated and professional team. I've been Managing Director since 2001, and I've seen the Denplan team rise to new challenges and challenging times many times over - as well as seeing all their hard work pay off. Denplan could not offer the incredible service and support to its members without them and I congratulate them and thank them from the bottom of my heart. Happy Birthday Denplan...here's to another 25 years!"

Steve Brine, a member of the All-Party Dentistry Group in Parliament, said: "Denplan is a key employer in Winchester so I'm keen to maintain an excellent relationship with them and to help where I can. I was struck by how friendly and welcoming everyone was and the 80's dress code was the icing on the cake. If I'd known this celebration was taking place I would have donned a white boiler suit and gone as Doc Brown from the brilliant Back to the Future films but maybe that's for another day!"

-ends-

Notes to Editors:

About Denplan

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 dentists nationwide (around a third of General Dental practitioners) treating approximately 1.8 million Denplan registered patients. The company was established in 1986 by two dentists who pioneered the concept of dental payment plans. 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

Denplan Care: all routine and restorative care + worldwide dental A & E cover

Denplan Essentials: routine care only + worldwide dental A & E cover

Plans for Children: routine and other agreed care + worldwide dental A & E cover

Denplan Emergency: worldwide dental A & E 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.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

www.denplan.co.uk

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 120,000 staff and tied agents and, as of 31 December 2005, had €1,064 billion in assets under management. AXA reported total IFRS revenues of €72 billion and IFRS underlying earnings of €3,258 million for the full year 2005. Our previous company performance is not a guide to how we may perform in the future.

AXA ordinary shares are listed on the Paris Stock Exchange; AXA American Depositary Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

For more information:

Aideen Kavanagh / Mia Habens

Denplan Press Office

Tel: 01962 827 997 / 01962 827 931

Pressoffice@denplan.co.uk