

14th October 2010

DENPLAN BRAND GOES FROM STRENGTH TO STRENGTH

Delegates to this year's Dental Showcase were welcomed up the steps of ExCel with the friendly wave from Denplan flags featuring patients asking 'Do you do Denplan?'

Unique among dental payment plans, Denplan is the only brand patients can ask for by name and this theme was reflected on the stand too, with its familiar warm welcome and hospitality.

Brand recognition among consumers is high too, with research revealing that one in three adults in the UK is aware of Denplan⁽¹⁾. 54% of those asked said they would be willing to pay more for a nationally branded dental payment plan over a practice branded plan⁽²⁾.

Denplan's Marketing Communications and Brand Manager, Sarah Bradbury, said: "With strong recognition among consumers, the Denplan brand has the strength and credibility to drive patients into practices. Our recent Tooth Fairy campaign in conjunction with Twentieth Century Fox harnessed this power providing a 26% return on our reader offers – five times the industry standard.

"Of the coupons redeemed at Denplan practices around the country, 85% were potential new patients. This provided Denplan dentists with a great opportunity to recruit new patients.

"A similar nationwide campaign is planned for 2011 – so watch this space!"

Source:

(1) AXA brand preference tracking survey among 926 respondents, June 2010.

(2) Consumer Omnibus survey run by TNS, covering a sample of 1,044 UK respondents aged 16-64, June 2010-10-13

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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 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 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

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.

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