

20th October 2011

Denplan Introduces New Head of Marketing

Denplan took the opportunity to introduce its new Head of Marketing, Richard Ward, at this year's BDTA Dental Showcase.

Richard has worked in marketing for over 20 years and has extensive agency experience, specialising in branding, retail, financial and professional services marketing, as well as TV, digital and direct marketing. No stranger to dentistry, Richard has even spent time working on Denplan's marketing account from 1997 to 2005.

Richard also spent four years at global advertising agency McCann Erickson, and worked for top regional advertising agency Fox Murphy - working closely with clients to direct branding, acquisition and retention campaigns.

Richard commented: "I'm thrilled to be joining the Denplan team and getting involved with dentistry once again. These are challenging times for the dental profession and my objective is to ensure that Denplan member dentists have the very best business support to help them maintain control of their businesses and grow their practice profitability.

"At times like these, we understand that dentists need their payment plan specialist to be innovative, easy to do business with and take a genuine interest in their practice and their business. I'm passionate about ensuring that all dentists see the clear value that Denplan offers - whether it's guiding them through the rigour of the CQC or providing the freedom to design and produce their own practice branded literature through our free online CommsBuilder system.

"Denplan offers unrivalled benefits designed to help drive patients into practices and we have just been voted best Financial and Insurance Call Centre at the 2011 Top 50 Call Centres for Customer Service programme. That's why more than 6,500 dentists and around 1.8million patients choose to be with Denplan and I could not be happier to join a team that can boast services like that."

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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 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.

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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 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.

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