

25th March 2011

Denplan Smiling After Survey Results

Denplan keep its finger on the pulse of what's important to patients, so that it can feed this information back to its members. From September to December 2010, Denplan asked patients to fill in a short questionnaire from its annual Smileguide magazine. Over 7,000* patients responded and the results were remarkable.

Denplan has broken down the responses into three areas:

About You

99% - Are happy with the time their dentist spends explaining their treatment needs

97% - Agree that the ability to chose their own dentist is very important to them

About Oral Health

98% - Say that preventive dentistry is good because it is based on advice to avoid treatment

95% - Agree that the ability to budget for their dental treatments is very important

About Denplan

99% - Trust Denplan to support their dentist in running my dental payment plan

98% - Trust Denplan to provide excellent advice and support

Denplan Managing Director, Steve Gates commented: "These results not only prove how invaluable the bond of trust between patients and their chosen dentist is, but that we are finally getting across the message that 'prevention is better than cure'. It also shows the value patients perceive in their Denplan membership as we continue to operate seamlessly with practices to offer fast, yet controlled results to new patients into your practice."

For more information about Denplan, please contact our Practice Support Advisor team on 0800 169 9962 or email dentistenquiry@denplan.co.uk

*7,030 responses.

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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