

PRIVATE AND CONFIDENTIAL

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AXA Wealth
Winterthur Way
Basingstoke
Hampshire
RG21 6SZ
Tel: 0345 129 9993

<DD Month 2017>

Product name: <Product>

Policy number: <Policy>

Dear <Salutation>

Introducing Phoenix Wealth

We wrote to you in Autumn 2016 to let you know about the sale of the AXA Wealth business to Pearl Life Holdings Limited (part of the Phoenix Group). We're now writing to let you know that we'll be changing our brand to Phoenix Wealth in July.

What does that mean?

You can expect to see our new Phoenix Wealth branding from July, including a new logo, new website and a fresh range of product literature. Our letters to you will be sent on Phoenix Wealth stationery and you'll hear us refer to Phoenix Wealth should you need to call us. Similarly, the AXA Wealth investment fund names will also be amended to reflect our new brand. So for example AXA Wealth Jupiter Income Plan S3 will be renamed Phoenix Wealth Jupiter Income Plan S3.

We'd like to reassure you that our focus remains on providing the high quality of customer service that you're familiar with, together with flexible products and a well governed and wide investment choice. There will be no change to the teams looking after your policy or scheme on a day to day basis and the benefits under your policy or scheme will continue to be paid in the same way as before. Our rebrand does not affect your policy details or terms and conditions, and your scheme reference will remain the same.

What's happening next?

The current AXA Wealth website, www.axawealth.co.uk, will continue to operate until we launch the new brand, after which you'll be directed to our new website, www.phoenixwealth.co.uk. We've enclosed a preview of the new site - if you're looking to top up, you'll be able to login and check your policy values in the usual way.

You don't need to take any action as a result of this letter but if you have any queries please speak to your financial adviser, or you can call us on 0345 129 9993 (lines are open 8.30am – 5.30pm Monday to Friday).

Yours sincerely

A handwritten signature in black ink, appearing to read 'Mike Shrimpton', with a stylized, cursive script.

Mike Shrimpton
Chief Operating Officer

If you would like this information in large print, braille or audio please contact us at 0345 129 9993.

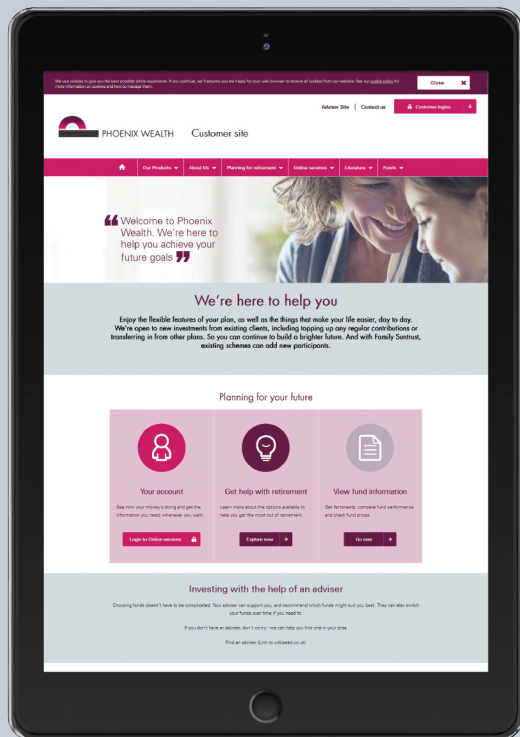
'AXA Wealth' and 'SunLife' (comprising of the companies Winterthur Life UK Holdings Limited, AXA Wealth Services Limited, AXA Wealth Limited, AXA Trustee Services Limited and AXA Sun Life Direct Limited) have been acquired by Pearl Life Holdings Limited (and now form part of the Phoenix Group - www.thephoenixgroup.com). 'AXA' and 'WINTERTHUR' are trademarks that are owned by AXA SA and will be used for a short period under a licence granted by AXA SA to the Phoenix Group.

Pearl Life Holdings Limited is registered in England (4560778) at 1 Wythall Green Way, Wythall, Birmingham B47 6WG. As part of Phoenix Group AXA Wealth Limited will continue to be authorised by the Prudential Regulation Authority and regulated by Prudential Regulation Authority and Financial Conduct Authority; AXA Wealth Services Limited will continue to be regulated by the Financial Conduct Authority.

AXA Wealth, Winterthur Way, Basingstoke RG21 6SZ. Telephone number: 01256 470707. As part of our commitment to quality service and security, telephone calls may be recorded.

AXA Wealth includes the companies AXA Wealth Services Limited (No. 02238458) and AXA Wealth Limited (No. 01225468). Both of these companies are registered in England and limited by shares. Their registered office is 1 Wythall Green Way, Wythall, Birmingham, B47 6WG. Details of the companies offering specific products are shown in the product literature.

INTRODUCING PHOENIX WEALTH



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