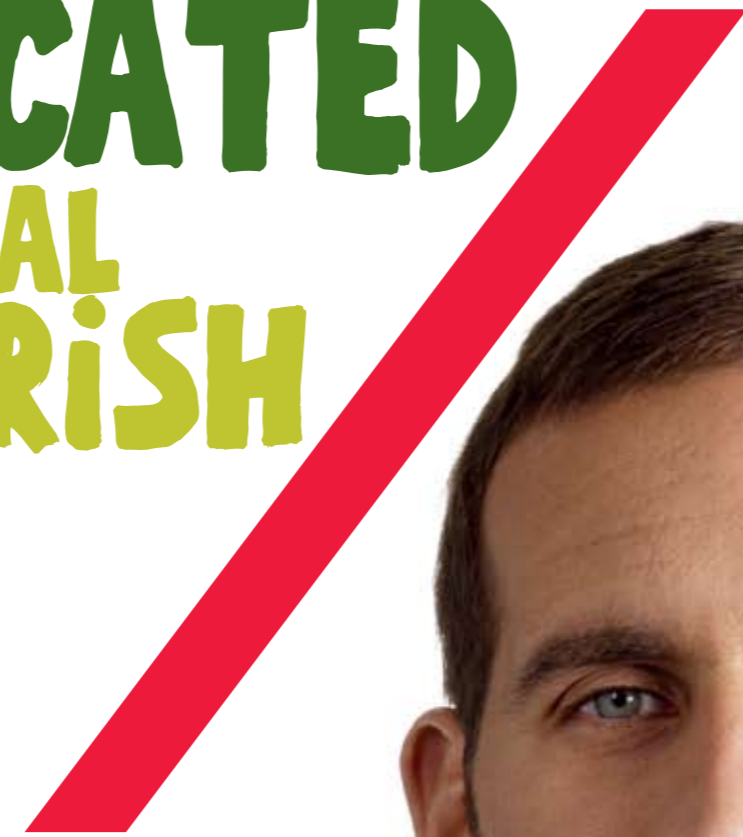


COMPLICATED  
FINANCIAL  
GIBBERISH  
WHAT IS  
THIS?  
BABBLE  
CONFUSING  
JARGON  
CLEAR  
AS  
MUD



**AXA's making the printed word straightforward and understandable.**

Financial documents can be hard to follow at the best of times so we're in the process of re-writing ours, cutting through the jargon and the gibberish. So, in the future when you receive a policy or letter from AXA you'll know exactly what you're looking at. Clearly a good thing.

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