

- AXA Insurance launches unique iPhone application to help businesses give away (or 'donate'), swap or sell unwanted items
- App designed to reduce financial and environmental waste at the click of a button
- Location based service enables users to find items by category and location to increase efficiency and ease of use

8 October 2010: AXA, one of the UK's largest insurers, has today launched a unique iPhone application designed to allow businesses across the UK to trade in their commercial 'waste' and unwanted items.

The app, called '*Free, Swap, Sell*,' is the first of its kind enabling small businesses (and indeed, the general public), to give away, swap or sell surplus products or services at the touch of a button.

Keith Hector, commercial distribution director at AXA Insurance said: "They say 'one man's trash is another man's treasure' and that's definitely true in both the commercial and consumer market. Whether it's excess electrical wire, unwanted office supplies or home furniture, the '*Free, Swap, Sell*' app will enable users to search through unwanted listings by product and location to find that much-needed item."

Working for businesses, and the environment

Defra's 2009 Waste Strategy Report [\[1\]](#) highlights that around 25 million tonnes of commercial and industrial waste is deposited into landfill - over a third of the UK's overall total - and with the BIS Strategy for Sustainable Construction aiming to reduce this by 50%, it is clear businesses have a long way to go.

'Free, Swap, Sell' has been developed by AXA Insurance as part of its commitment to encourage environmentally responsible practices, allowing small businesses to benefit from each other's surplus products and reduce overall commercial waste levels.

Keith Hector continued: "In time we hope to create a community online, within which significant reductions in costs and commercial waste for local businesses can help reduce the current drag on the economy, and the environment, through more efficient resource use. "

How it works

Getting rid of unwanted commercial goods has never been easier:

1. On launching the app, users will find Free, Swap, Sell items available nearby on easy-to-view Map and List screens
2. Users can show interest in items available and arrange for local pick up
3. Post a Free, Swap, Sell advert in less than 30 seconds along with a picture of the item.

Ambarish Mitra, head of innovation said: "The app uses an algorithm to group items in the local area, making it easy for the user. Buyers, Swappers and Sellers can use the push notification messaging system of the app to privately communicate with each other without using text or email and that'll help them close an exchange in much shorter time than traditional online exchanges."

Click the link below to view a demo of the app in action:

<http://bit.ly/cMAzIF>

'Free Swap Sell', is available from the Apple store.

- Ends -

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Notes to Editors:

To download a copy of the app go to the Apple iTunes app store and search for 'Free, Swap, Sell'

How to use the app

To receive, swap or sell goods

After launching the app you will automatically be taken to your location on the map, this is

where you will be shown items and / or jobs in your local area.

Each item type will have a different colour pin,

- For Sale is a Red Pin
- An item for Swap has a Yellow Pin
- A free item has a Green Pin

To see a picture of the item simply press the pin, if you want to see full details, press the picture again.

You can also search by postcode, which will bring up a list of all the items listed. This will also be coloured to show if it is Free Swap or Sell. It will also show location, response status and a small picture. If you want more detail of a particular item just press the picture and a full description will come up, you can also send a message to the poster. If you want to see a larger image of the item you just press the picture.

To Give, Swap or Sell Goods

Enter the title for your ad such as Draper 230v Hammer Drill then choose the type whether it is an item or a job. Then whether you want to give it away Free, Swap it or sell it.

You can then enter a description of the item up to 250 characters and choose an image from your image library or via your camera there and then. You can also choose to make conversations you have with people regarding the item private or public.

If you have selected the Sale button you will then be asked to input the price for the item.

Then you preview the ad and you can either post it or cancel it.

Once you have posted an ad you will be notified with an advert posted box.

For further information on how the app works, please view this short video clip:

<http://bit.ly/cMAzIF>

AXA

AXA Insurance is one of the largest general insurers in the UK and underwrites a broad range of products for individuals and businesses. Products are distributed primarily through brokers and corporate partners with home, travel and pet insurance offered directly to customers through its website www.axa.co.uk and Swiftcover. AXA car insurance, launched in February 2010, is the fastest-growing motor insurance product in the history of UK motor insurance. AXA Insurance is part of the AXA UK group of operating companies.

AXA UK is a part of the AXA Group. AXA Group is a worldwide leader in Financial Protection. AXA's operations are diverse geographically, with major operations in Europe, North America and the Asia/Pacific area. For full year 2009, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,014 billion in assets under management as of December 31, 2009.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISIN FR0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA).

Our previous company performance is not a guide to how we may perform in the future.

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<http://www.defra.gov.uk/environment/waste/strategy/documents/waste-strategy-report-08-09.pdf>