

PARIS, April 11th, 2018

AXA Strategic Ventures rebrands as AXA Venture Partners

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News follows the expansion into Asia in November and the launch of a \$175 million fund of funds strategy which has recently invested in three top-tier venture capital funds.

AXA Strategic Ventures, the global venture capital firm, announces that from today the fund is rebranding and will be known as AXA Venture Partners.

AXA Venture Partners (“the Company”) is a \$450 million venture capital firm backed by AXA, the leading global insurance and asset manager, investing in enterprise software and disruptive technology. Since launching in 2016, AXA Venture Partners has participated in 32 deals, making it the most active venture capital firm backed by an insurance company, according to Crunchbase (i). AVP investment scope covers a wide range of sectors, including: enterprise SaaS, digital health, consumer technologies and Fintech/Insurtech. Within these verticals, latest investments have been in AI and cybersecurity.

The new positioning reflects the Company’s approach of establishing strong partnerships with its portfolio companies and other VC investors. Beyond capital, AXA Venture Partners acts as a conduit for high quality companies that can benefit from access to AXA’s global network, expertise, brand and scale. Some recent investments are already showing the success of this business model:

- ✓ October 2017 investment **SecurityScorecard** recently signed a global agreement with AXA to support cyber security solutions.
- ✓ **Neura**, has developed an AI platform that helps connected devices adapt to individual users’ while guarding their data. The company has recently signed an agreement with AXA that enables subscribers to improve their health and wellness. The app monitors physical activity, analyzing habits and forming habit changes, encouraged by discounts and other incentives.
- ✓ **Limelight Health** is a tech platform that is supporting AXA’s US employee benefits business and provides real time quoting, sales, enrolment, and renewal process.

This rebrand also seeks to illustrate AXA Venture Partners’ long-term investment timeline and investment range from seed investment to growth equity, covering ticket sizes from \$300k to \$20m.

“This rebrand marks an important milestone in our development. We have seen growth far exceeding our initial expectations when we launched only two years ago, commented **Francois Robinet, Managing Partner, AXA Venture Partners**. We have opened new offices, launched a second strategy in fund of funds, expanded the team and partnered with 32 exciting and innovative businesses. Although we are still a young and dynamic firm we feel the new identity better reflects who we are as a company today and our future ambitions. The new brand draws on our partnership ethos, our investment scope, and our ambitions for AXA Venture Partners”.

“As we begin our third year we have a strong pipeline and we continue to aggressively seek opportunities to partner with entrepreneurial businesses which can benefit from our experience in working with fast growing businesses and our model of helping portfolio companies accelerate growth and scale with AXA.”

AXA Venture Partners draws on the experience of 15 investment professionals including 6 partners with significant experience in the VC industry to manage two strategies: direct investment (\$275million) and fund of funds (\$175million). Five offices – in San Francisco, New York, London, Paris and Hong Kong – will take up the new brand identity.

The Company today unveils its new logo at website www.axavp.com.

For further information, please contact:

About AXA Venture Partners

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AXA Venture Partners (AVP) is the venture capital fund backed by AXA, the leading global insurer and asset manager. AVP manages \$450M, of which \$275M for direct investments and \$175M for the Fund of Funds activity. Investments range from seed investment to growth equity, covering ticket sizes from \$300k to \$20m. AVP invests in enterprise software, fintech/insurtech, consumer technologies and digital health, as well as other technologies relevant to insurance and asset management. With offices in San Francisco, New York, London, Paris and Hong Kong, AVP invests globally. More information on www.axavp.com.

Contacts

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ⁱ Reference Crunchbase - <https://techcrunch.com/2017/07/22/vcs-love-insurance-even-if-you-dont/>