



MEDIA RELEASE

SMU's Professor Robert Deng conferred AXA Chair Professorship of Cybersecurity

€800,000 funding from AXA Research Fund over a period of eight years will support Professor Deng's research in the development of new ways of protecting data security and privacy

Singapore, 17 April 2017 (Monday) – Singapore Management University's Professor Robert Deng, a leading global authority and award winning researcher in cybersecurity, has today been conferred the prestigious AXA Chair Professorship of Cybersecurity.

Professor Deng is the first named Chair professor at SMU's School of Information Systems, one of only six AXA Chairs selected for this honour worldwide and the only one from Singapore, as well as the only AXA Chair in Asia to undertake research in the Data & Technology risks cluster under the AXA Research Fund.

As AXA Chair Professor of Cybersecurity, Professor Deng will undertake a research programme to systematically investigate a unified framework for protecting data in the new environment. The research is expected to yield new security models, algorithms, protocols, and analysis techniques which will provide new ways of protecting data security and privacy.

Another aspect of the research programme entails the integration of Professor Deng's cybersecurity research with several of SMU's larger scale projects in the Analytics for Business, Consumer and Social Insights Area of Excellence. He and his team will begin by working with SMU's Living Analytics Research Centre, LiveLabs Urban Lifestyle Innovation Platform, and the Centre for Applied Smart-Nation Analytics. These centres will provide ample opportunities for Professor Deng and his team to test and demonstrate the new cybersecurity methods they will develop.

The AXA Research Fund is the science philanthropy initiative of AXA Group. It aims to empower innovative and impactful researchers tackling key societal challenges to help people live better lives. It provides financial and public engagement support for projects dedicated to improving the management of risks related to 'Life & Health', 'Data & Technology', 'Climate & Environment' and 'Finance, Insurance and Regulation'. Since its creation in 2007, the AXA Research Fund has supported 531 projects in 34 countries, with a commitment of €166 million.

The AXA Chair scheme is intended to support the development of a research area and to make meaningful contributions to the development of that research area in line with the host institution's long term strategy. It aims at creating a full-time academic position in the host institution and fostering the career development of the professor appointed by AXA.

The official conferment of the AXA Chair Professorship of Cybersecurity was held today in conjunction with the inaugural SMU Cybersecurity Forum. About 200 people attended the event, including SMU President Professor Arnoud De Meyer, SMU Provost Professor Lily Kong, Dean of SMU School of Information Systems Professor Pang Hwee Hwa, CEO of

General Insurance AXA Asia Mr Jean Drouffe, CEO of AXA Insurance Singapore Mrs Doina Palici-Chehab, and Selection Officer at the AXA Research Fund Mr Chaouki Boutharouite, as well as representatives from government agencies, academia and the private sector.

Professor Deng delivered the keynote speech on '*The State of Cyber Threats and How to Fight Back*' in which he provided an overview of the cyber threat landscape, gave an in-depth analysis on the challenging nature of cybersecurity, and laid out the strategies to keep the good guys ahead of cyber attackers. Following his speech was a panel discussion on Cybersecurity by Professor Deng, Mr Jean Drouffe, Mr Chai Chin Loon, Senior Director of the Cyber Security Group of Government Technology Agency, and Mr Mock Pak Lum, Chief Business Development Officer of StarHub. The discussion was moderated by SMU Vice Provost (Research) Professor Steven Miller.

SMU Provost Professor Lily Kong said, "The conferment of the AXA Chair Professorship to Professor Deng serves as further recognition and affirmation of research excellence at SMU. It strengthens our efforts to attract and retain thought leaders and outstanding professors who deliver exceptional teaching experiences as well as create and share new knowledge through their cutting-edge research. These scholars will provide impetus and strong support for our ambition to become a premier university in Asia."

AXA Research Fund Head Raphaël Gusdorf said, "While technology continues to evolve and impact our daily lives in unprecedented ways, we need to increase awareness and education about cyber risk and data privacy security through supporting leading-edge research like the work Professor Deng is doing. At AXA, we believe that researchers have the keys to societal progress, and that an engaged community of academics can contribute to shape a better world."

AXA Insurance Singapore Chief Executive Officer Doina Palici-Chehab said, "The ubiquity of high speed internet and smart devices makes Singapore one of the most well connected countries in the world. But this also makes individuals and organisations prime targets for cyber criminals. Professor Deng's research will prove invaluable in developing new ways to defend against cyber threats and we are proud that the globally coveted AXA Chair was awarded to a project from Singapore. AXA looks forward to playing a role in helping strengthen Singapore's cybersecurity capabilities, giving Singaporeans a peace of mind as they conduct their businesses online."

AXA Chair Professor of Cybersecurity Robert Deng said, "It is a tremendous honour to be awarded this chair professorship by AXA and I would like to express my sincere appreciation to the AXA Research Fund. With the research funding, I will be able to execute an important step change at SMU by bringing together the university's strengths in cybersecurity and analytics across the technology, management and social science areas. I will also be able to deepen and strengthen my collaborations with scholars from all over the world."

Professor Deng earned his bachelor's degree in Electrical Engineering from the National University of Defense Technology in China and his Masters and Doctorate in Electrical Engineering from the Illinois Institute of Technology. He has served as a post-doctoral researcher and lecturer at National University of Singapore, and was one of the initial principal researchers at A*Star before joining SMU.

Professor Deng is a leading authority and award-winning researcher recognised globally for his work in data security and cybersecurity. His research interests include data security and privacy, multimedia security, network and system security. Over his 30-year career, Professor Deng has obtained 26 patents and published more than 300 papers on cybersecurity, creating impact through his pathfinding research to solve real world problems. In January 2016, Professor Deng was recognised for his long history of professional

contributions to the field of cybersecurity when he was conferred the prestigious IEEE Fellowship.

In addition to being a Professor of Information Systems, Professor Deng is also the Director of the Secure Mobile Centre, and Dean of Postgraduate Research Programmes at SMU.

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For more information, please contact

Teo Chang Ching (Mr) Senior Assistant Director Corporate Communications Singapore Management University DID: 6828 0451 Email: ccteo@smu.edu.sg	Ho Chin Ann (Mr) External Communications AXA Insurance DID: 6508 5291 Email: chinann.ho@axa.com.sg
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About Singapore Management University (SMU)

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. It is known for its interactive and technologically-enabled pedagogy of seminar-style teaching in small class sizes.

Home to around 10,000 undergraduates and postgraduates, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences. SMU offers a wide range of bachelor's, master's and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance, SMU faculty collaborate with leading international researchers and universities from USA, Europe, China and India as well as with partners in the business community and public sector, through its research institutes, centres and labs. SMU's city campus is a state-of-the art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. For more information, visit www.smu.edu.sg

About AXA in Singapore

AXA Insurance is part of the AXA group, a worldwide leader in insurance and asset management, with 166,000 employees serving 107 million clients in 64 countries. Since its inception in 1969, AXA Insurance has been serving the general and life insurance needs of individuals and companies in Singapore through a wide range of innovative products. As one of the world's leading insurance companies, and one of the top global insurers in Singapore, AXA Insurance protects more than a quarter of a million of customers in Singapore. As a company whose business is about protecting people, AXA Insurance is committed to building a stronger and safer society, empowering customers to live better lives.

About AXA Asia

AXA Asia is a market leading insurance player offering a differentiated composite proposition in Life and General Insurance with operational presence in Hong Kong, Singapore, Indonesia, China, India, Malaysia, the Philippines, and Thailand. AXA Asia is part of the AXA Group, headquartered in Paris and a worldwide leader in insurance and asset management with a presence in 64 countries. AXA Asia is committed to creating a sustainable, long-term business for our employees, customers and shareholders.

About the AXA Group

The AXA Group is a worldwide leader in insurance and asset management, with 166,000 employees serving 107 million clients in 64 countries. In 2016, IFRS revenues amounted to Euro 100.2 billion and IFRS underlying earnings to Euro 5.7 billion. AXA had Euro 1,429 billion in assets under management as of December 31, 2016.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Share is also quoted on the OTC QX platform under the ticker symbol AXAHY.

The AXA Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD.

It is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance and a signatory of the UN Principles for Responsible Investment.

About AXA Research Fund

As a global insurance leader, it is part of AXA's corporate responsibility to help build and share knowledge on risks, in order to better protect people and the planet. To do so AXA launched in 2007 the AXA Research Fund, a unique global scientific philanthropy initiative. The AXA Research Fund supports academic innovation made by top-tier researchers all over the world. It provides researchers with the means and freedom to complete their work successfully, so that they feel encouraged to explore new avenues. Since its creation in 2007, the AXA Research Fund has supported 531 projects in 34 countries, with a commitment of €166M.

For more information, visit <https://www.axa-research.org/en> and <https://twitter.com/axaresearchfund?lang=fr>