



Kevin Keenan
Company Secretary

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3 December 2010

Australian Securities Exchange
Company Announcements Office
20 Bridge Street
SYDNEY NSW 2000

Dear Sir/Madam

AXA Asia Pacific Holdings Limited

Attached is an Appendix 3Y in respect of a Change of Director's Interest for Paul Sampson, a Director of AXA Asia Pacific Holdings Limited (AXA APH).

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized 'K' followed by a horizontal line.

Kevin Keenan
Company Secretary

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AXA Asia Pacific Holdings Limited
ABN 78 069 123 011
750 Collins Street Docklands VIC 3008

Appendix 3Y

Change of Director's Interest Notice

Information or documents not available now must be given to ASX as soon as available. Information and documents given to ASX become ASX's property and may be made public.

Introduced 30/9/2001.

Name of entity:	AXA ASIA PACIFIC HOLDINGS LIMITED
ABN:	72 069 123 011

We (the entity) give ASX the following information under listing rule 3.19A.2 and as agent for the director for the purposes of section 205G of the Corporations Act.

Name of Director	PAUL SAMPSON
Date of last notice	25 February 2010

Part 1 - Change of director's relevant interests in securities

In the case of a trust, this includes interests in the trust made available by the responsible entity of the trust

Note: In the case of a company, interests which come within paragraph (i) of the definition of "notifiable interest of a director" should be disclosed in this part.

Direct or indirect interest	Direct
Nature of indirect interest (including registered holder) <small>Note: Provide details of the circumstances giving rise to the relevant interest.</small>	N/A
Date of change	Date of notification: 1 December 2010 (effective 5 July 2010)
No. of securities held prior to change	Direct <ul style="list-style-type: none">• 189,263 Options in AXA SA• 4,307 Ordinary Shares in AXA SA• 3,868 Units in AXA SA Employee Share Plan Indirect <ul style="list-style-type: none">• 11,134 Ordinary Shares – AXA APH
Class	Options in AXA SA
Number acquired	N/A

+ See chapter 19 for defined terms.

Appendix 3Y
Change of Director's Interest Notice

Number disposed	Direct 6,308 Options - AXA SA
Value/Consideration Note: If consideration is non-cash, provide details and estimated valuation	Direct - Disposed 6,308 AXA SA Options expired - Value of \$0
No. of securities held after change	Direct <ul style="list-style-type: none"> • 182,955 Options in AXA SA • 4,307 Ordinary Shares in AXA SA • 3,868 Units in AXA SA Employee Share Plan Indirect <ul style="list-style-type: none"> • 11,134 Ordinary Shares – AXA APH
Nature of change Example: on-market trade, off-market trade, exercise of options, issue of securities under dividend reinvestment plan, participation in buy-back	Direct – Disposed 6,308 AXA SA Options expired.

Part 2 – Change of director's interests in contracts

Note: In the case of a company, interests which come within paragraph (ii) of the definition of “notifiable interest of a director” should be disclosed in this part.

Detail of contract	N/A
Nature of interest	N/A
Name of registered holder (if issued securities)	N/A
Date of change	N/A
No. and class of securities to which interest related prior to change Note: Details are only required for a contract in relation to which the interest has changed	N/A
Interest acquired	N/A
Interest disposed	N/A
Value/Consideration Note: If consideration is non-cash, provide details and an estimated valuation	N/A
Interest after change	N/A

+ See chapter 19 for defined terms.