

Equitable Holdings

First Quarter 2018 Earnings Results

June 20, 2018

Note Regarding Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements give expectations or forecasts of future events. These statements can be identified by the fact that they do not relate strictly to historical or current facts. Words such as “expects,” “believes,” “anticipates,” “intends,” "seeks," "aims,” "plans,” “assumes,” “estimates,” “projects,” “should,” “would,” “could,” "may," “will,” “shall” or variations of such words are generally part of forward-looking statements. Forward-looking statements are made based on management’s current expectations and beliefs concerning future developments and their potential effects upon AXA Equitable Holdings and its subsidiaries. There can be no assurance that future developments affecting AXA Equitable Holdings will be those anticipated by management. Forward-looking statements include, without limitation, all matters that are not historical facts.

Forward-looking statements are subject to known and unknown risks and uncertainties, many of which may be beyond our control. We caution you that forward-looking statements are not guarantees of future performance or outcomes and that actual performance and outcomes, including, without limitation, our actual results of operations or financial condition, may differ materially from those made in or suggested by the forward-looking statements contained herein. In addition, even if our results of operations, financial condition and cash flows are consistent with the forward-looking statements contained herein, those results may not be indicative of results in subsequent periods. New factors emerge from time to time that may cause our business not to develop as we expect, and it is not possible for us to predict all of them. Factors that could cause actual results and outcomes to differ from those reflected in forward-looking statements include, without limitation: adverse conditions in the global capital markets and the economy; variable annuity guaranteed benefits features within certain of our products; inadequacy of our reinsurance and hedging programs; competition from other insurance companies, banks, asset managers and other financial institutions; the failure of our new business strategy in accomplishing our objectives; risks related to our Investment Management and Research segment, including significant fluctuations in AB’s AUM, the industry-wide shift from actively-managed investment services to passive services, termination of investment advisory agreement, inability to deliver consistent performance, the quantitative models AB uses in certain of its investment services containing errors, and fluctuations in exchange rates; inability to recruit, motivate and retain key employees and experienced and productive financial professionals; the amount of statutory capital we have and must hold to meet our statutory capital requirements and our financial strength and credit ratings varying significantly from time to time; Holdings’ dependence on the ability of its insurance subsidiaries to pay dividends and other distributions to Holdings, and the failure of its insurance subsidiaries to generate sufficient statutory earnings or have sufficient statutory surplus to enable them to pay ordinary dividends; operational failures, failure of information systems or failure to protect the confidentiality of customer information, including by service providers, or losses due to defaults, errors or omissions by third parties and affiliates; risks related to strategic transactions; the occurrence of a catastrophe, including natural or man-made disasters; failure to protect our intellectual property and infringement claims by a third party; our investment advisory agreements with clients, and selling and distribution agreements with various financial intermediaries and consultants, being subject to termination or non-renewal on short notice; failure of our insurance to fully cover potential exposures; changes in accounting standards; Risks and increased compliance and regulatory costs due to certain of our administrative operations and offices being located internationally; our counterparties’ requirements to pledge collateral or make payments related to declines in estimated fair value of specified assets and changes in the actual or perceived soundness or condition of other financial institutions and market participants; gross unrealized losses on fixed maturity and equity securities, illiquid investments and defaults on investments; changes to policyholder behavior assumptions under the contracts reinsured to our affiliated captives, the performance of their hedging program, their liquidity needs, their overall financial results and changes in regulatory requirements regarding the use of captives; the failure to administer or meet any of the complex product and regulatory requirements of our retirement and protection products; changes in statutory reserve or other requirements; a downgrade in our financial strength and claims-paying ratings; consolidation of or a loss of, or significant change in, key product distribution relationships; the failure of our risk management policies and procedures to adequately identify, monitor and manage risks; inadequate reserves due to differences between our actual experience and management’s estimates and assumptions; mortality, longevity and morbidity rates or persistency rates differing significantly from our pricing expectations; the acceleration of the amortization of DAC; inherent uncertainty in our financial models that rely on a number of estimates, assumptions and projections; subjective determination of the amount of allowances and impairments taken on our investments; changes in the partnership structure of AB or changes in the tax law governing partnerships; U.S. federal and state legislative and regulatory action affecting financial institutions and changes in supervisory and enforcement policies; the Tax Cuts and Jobs Act and future changes in U.S. tax laws and regulations or interpretations thereof; adverse outcomes of legal or regulatory actions; conflicts of interest that arise because our controlling stockholder and its affiliates have continuing agreements and business relationships with us; and our failure to effectively remediate the material weaknesses in our internal control over financial reporting; costs associated with any rebranding that we expect to undertake after AXA ceases to own at least a majority of our outstanding common stock; failure to replicate or replace functions, systems and infrastructure provided by AXA or certain of its affiliates and loss of benefits from AXA’s global contracts; and future sales of shares by existing stockholders could cause our stock price to decline.

Forward-looking statements should be read in conjunction with the other cautionary statements included and the risks, uncertainties and other factors identified in our Quarterly Report on Form 10-Q and in our Form S-1 Registration Statement (file no. 333-221521), filed or to be filed with the U.S. Securities and Exchange Commission, including in the sections entitled “Risk Factors” and “Management’s Discussion and Analyses of Results of Operations and Financial Condition”. Further, any forward-looking statement speaks only as of the date on which it is made, and we undertake no obligation to update or revise any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events, except as otherwise may be required by law.

AXA Equitable Holdings

One of America's leading financial services companies



Our mission

Since 1859, we have been providing advice and solutions that help our clients retire with dignity, protect their families and prepare for their financial future with confidence.

Our heritage

Our more than 12,100 employees and advisors are entrusted with $665 billion AUM through two complementary and well-established principal franchises, AXA Equitable Life and AllianceBernstein ("AB").

AXA Equitable Holdings

Operating through two well-established and iconic brands

All figures as of 12/31/2017, unless otherwise noted



NYSE: EQH
Mkt cap.: $11.8bn[1]

100% owned

65% owned[2]





NYSE: AB
Mkt cap.: $8.0bn[3]

ALLIANCEBERNSTEIN®

	Equitable Life	AllianceBernstein
Employees & Advisors	**c. 8,600**	**c. 3,500**
# Clients	**2.8m[4]**	**2.6m[5]**
AUM[6]	**$211bn[7]**	**$554bn**
Ratings	Financial strength ratings: Moody's **A2 stable** S&P **A+ stable**	Credit ratings: Moody's **A2 stable** S&P **A stable**
Connected and complementary	**69%** of General Account with AB **29%** of Separate Account with AB Seed capital for AB product development AB expertise for hedging and ALM	

[1] Based on EQH price of $21.06 per unit as of June 18, 2018. [2] Represents % after the effect of the purchase of AXA's remaining interest in AB. [3] Based on AB price of $29.25 per unit as of June 18, 2018.
[4] Unique client count, excluding broker-dealer clients; a client may own more than 1 policy. [5] Number of AB's mutual fund clients accounts. [6] AUM amounts not mutually exclusive as AB manages approximately 69% of AXA Equitable Life's and other insurance subsidiaries' general account assets ("General Account") and 29% of their separate account assets ("Separate Account"). [7] $211bn represents sum of General Account and Other Affiliated Account assets and Separate Account assets.

Equitable Holdings

Completed Initial Public Offering

AXA Equitable Holdings IPO was priced at $20 per share on May 9, 2018, and EQH began trading on the New York Stock Exchange on May 10, 2018

Milestones completed in 2Q18, not reflected in 1Q18 results	
Raised $3.8bn in long term debt primarily to repay internal loans to AXA and purchase AB interest	✓ *April '18*
Purchased AXA's remaining interest in AB, bringing AXA Equitable Holdings' economic interest in AB to approximately 65%	✓ *April '18*
Merged primary captive VA reinsurer into AXA Equitable Life	✓ *April '18*
Completed IPO of AXA Equitable Holdings	✓ *May '18*

Equitable Holdings

Recent Developments



Tax reform

- Corporate tax rate decreased from 35% to 21%
- Uplift to 1Q18 results



Increasing regulations

- NAIC variable annuity capital reform
- Fiduciary proposals



Macro economic factors

- Rise in interest rates
- Return of market volatility

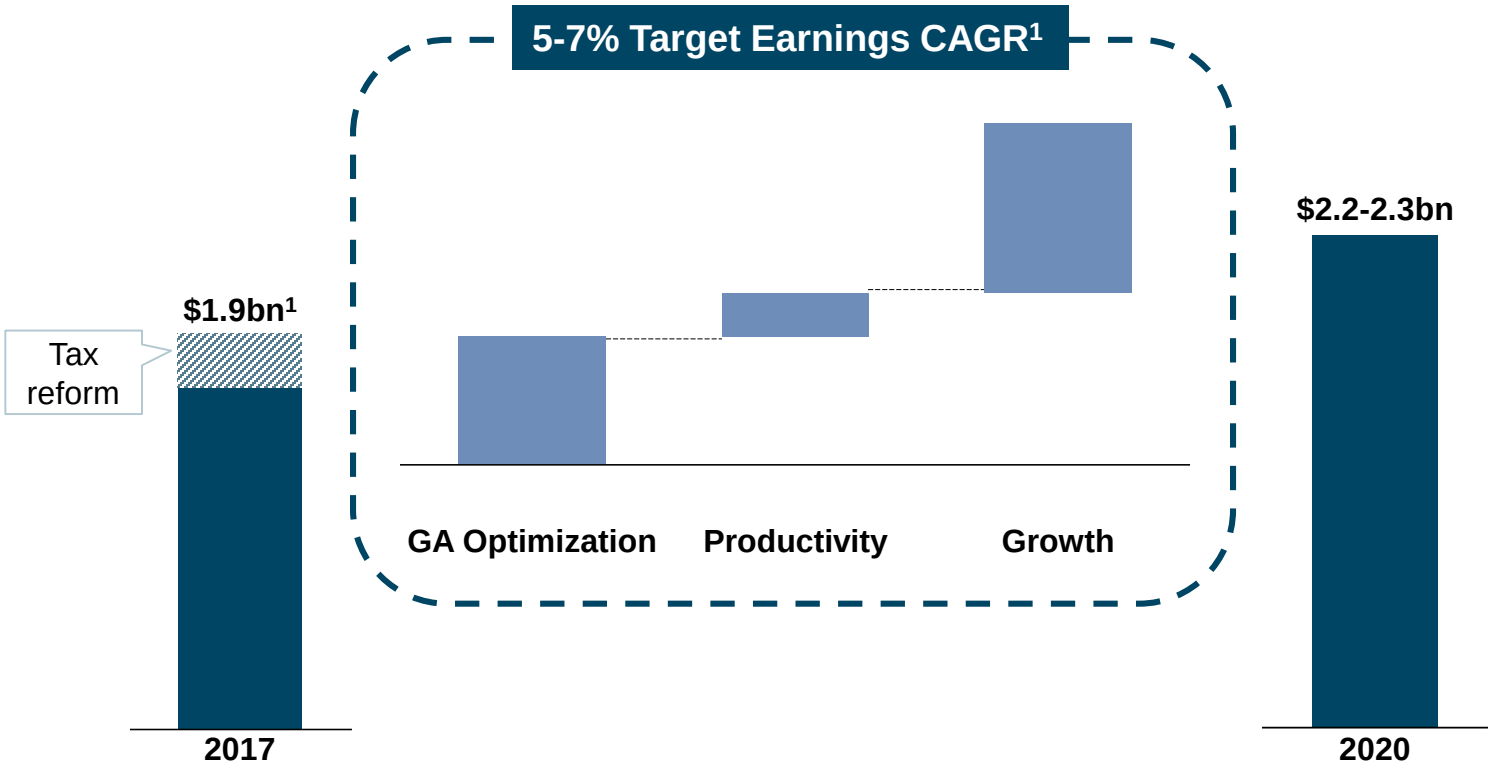
First Quarter 2018 Financial Highlights

- **Total AUM of $665bn**
- **Strong Non-GAAP Operating Earnings[1] which increased to $464m from $304m**
- **Fully executed on strategic priorities including issuance of debt and launch of IPO**
- **Maintained strong capital position**
- **Solid performance from retirement and protection segments**
  - *Individual Retirement operating earnings grew to $360m from $202m*
  - *Group Retirement account value up 9%*
  - *Protection Solutions annualized premiums rose 10%*
- **Investment Management and Research operating earnings increased to $81m**
  - *Adjusted Operating Margin [2] of 30.1%, an increase of 600 basis points from 1Q17*
- **On track to commence capital management program**

[1] Non-GAAP Operating Earnings equals our consolidated after-tax net income attributable to Holdings adjusted to eliminate the impact of certain items. Please see detailed Non-GAAP reconciliation on slide 19. [2] Adjusted Operating Margin is a non-GAAP financial measure used by AB's management in evaluating AB's financial performance on a standalone basis and to compare its performance, as reported by AB in its public filings. It is not comparable to any other non-GAAP financial measure used herein.

Strategic Priorities

After tax reform, Non-GAAP Operating Earnings growth is expected to result in Non-GAAP Operating ROE in the mid-teens by 2020



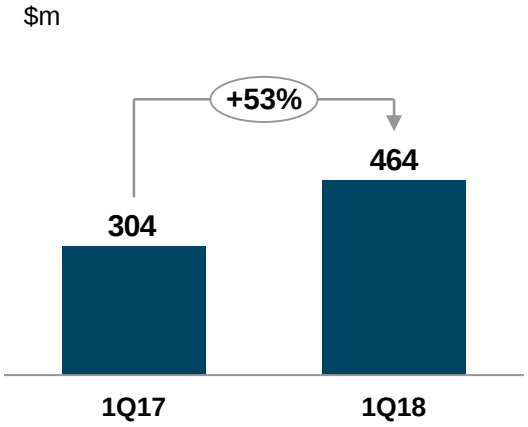
Shareholder Returns	▪ Target return of capital to stockholders equal to at least 40-60% of Non-GAAP Operating Earnings on an annualized basis starting in 2018: ○ Target quarterly dividend payment of $0.13 per share ○ Share repurchases

[1] 2017 Pro Forma Non-GAAP Operating Earnings shown excludes impact of total post-tax adjustments which were determined by multiplying $588 million total pre-tax adjustments in policyholders' benefits, DAC amortization (net), policy charges, fee income and premiums by a tax rate of 32%. It includes pro forma adjustments for certain reorganization transactions that occurred in 2018, including: (1) the acquisition of AXA's remaining interest in AB and minority interests in AXA Financial, Inc.; (2) the transfer of certain U.S. property & casualty business held by AXA Equitable Holdings to AXA; and (3) the issuance of $3.8 billion of external debt and the settlement of all outstanding financing balances with AXA.

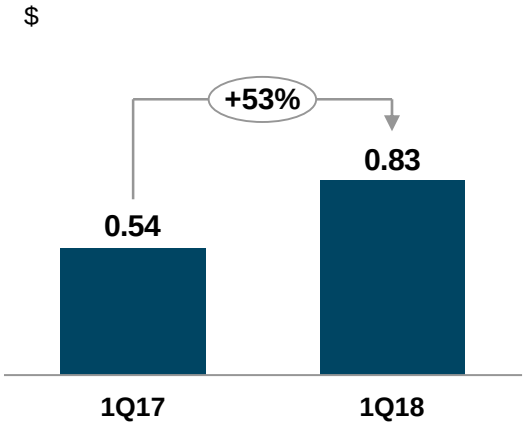
Equitable Holdings

First Quarter 2018 Consolidated Results Summary

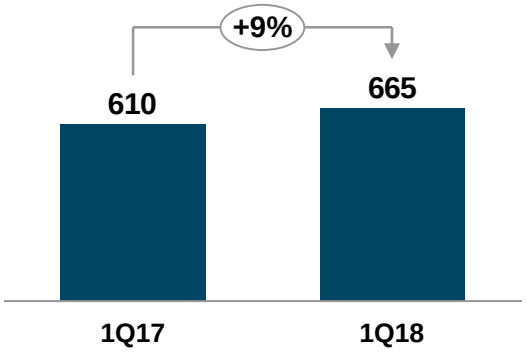
Non-GAAP Operating Earnings



Non-GAAP Earnings Per Share [1]



Total AUM



Financial Highlights

Non-GAAP Operating Earnings +53%

- Driven by higher AUM and operating earnings in Individual Retirement, due to improved variable annuity hedge margins
- Non-GAAP Operating Earnings before income taxes were up 32%

Non-GAAP EPS +53%

- Driven by higher earnings and stable 561m shares outstanding

Net income of $168 million includes:

- VA hedging impact of $(212) million of which $(186) million due to mark to market impact and $(26) million to static hedge option cost
- Non-recurring pension settlement of $(100) million and $(61) million separation cost

Total AUM +9%

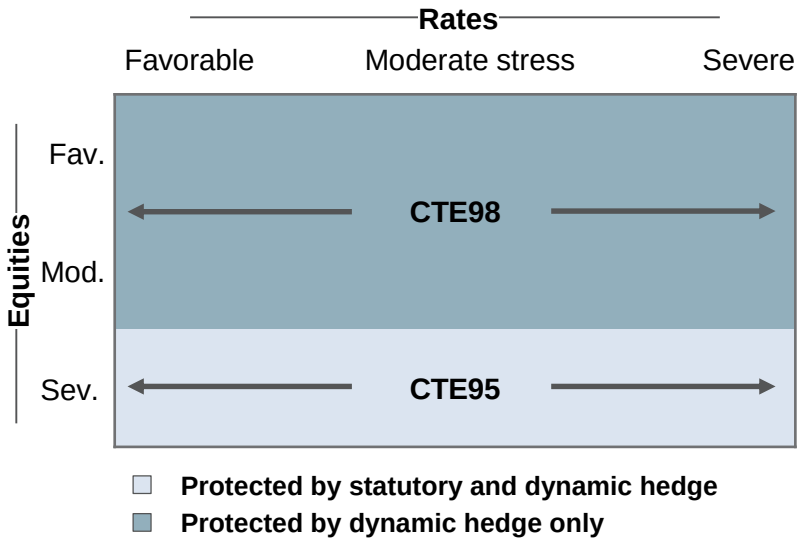
- Driven by strong market appreciation and positive net flows

[1] Non-GAAP Earnings Per Share is calculated by dividing Non-GAAP Operating Earnings by ending common shares outstanding - diluted. For a full reconciliation to the most comparable US GAAP measure, see slide 18.

Equitable Holdings

Variable Annuity Risk Management

Illustrative funding level



Hedging program

- Hedging program protects cash flows and capitalization across a wide range of scenarios
- Hedging program performed as expected during a volatile first quarter, with hedge effectiveness of 94%

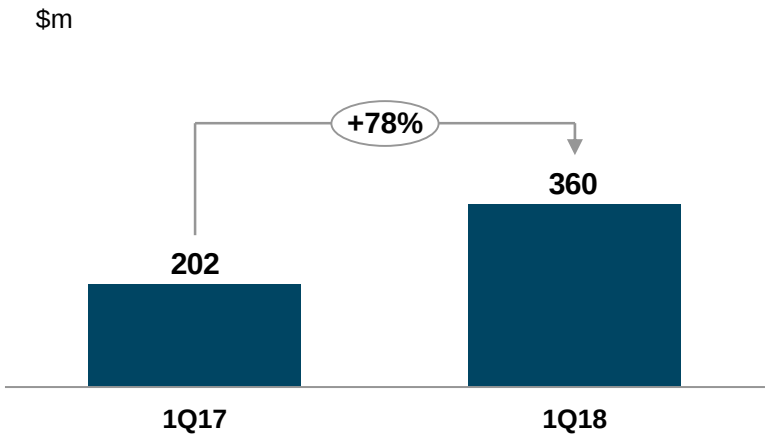
Drivers of net income volatility vs. Non-GAAP Operating Earnings

Dynamic Hedge	▪ Hedges economic liability	▪ Economic liability does not match GAAP liability
Static Hedge	▪ Protects statutory capital	▪ Declining as in-force book of Fixed Rate GMxB shrinks

Equitable Holdings

Individual Retirement

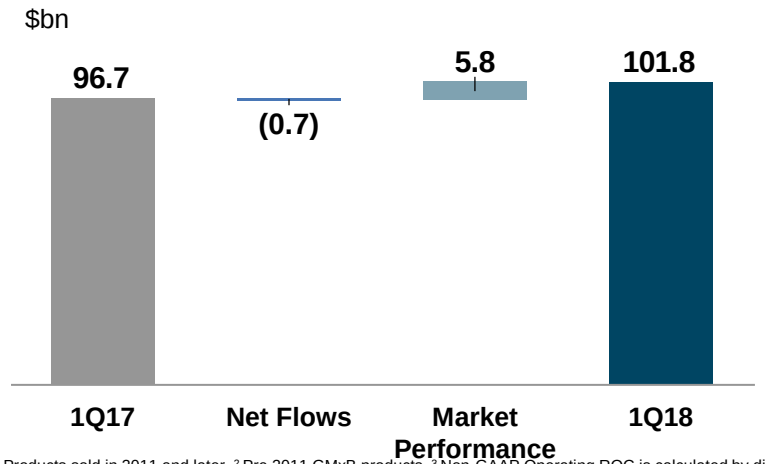
Operating Earnings



Key Drivers

- Operating earnings benefited from:
  - Increase in revenues due to higher account value
  - Improved VA hedge margins
- Net flows decreased due to outflows from pre-2011 fixed rate block partially offset by inflows to newer, less capital intensive current products
- FYP decreased following strong sales in 1Q17 prior to implementation of the Department of Labor rule regarding fiduciary investment advice

Account Value and Trailing 12 Month Net Flows



Summary 1Q Metrics

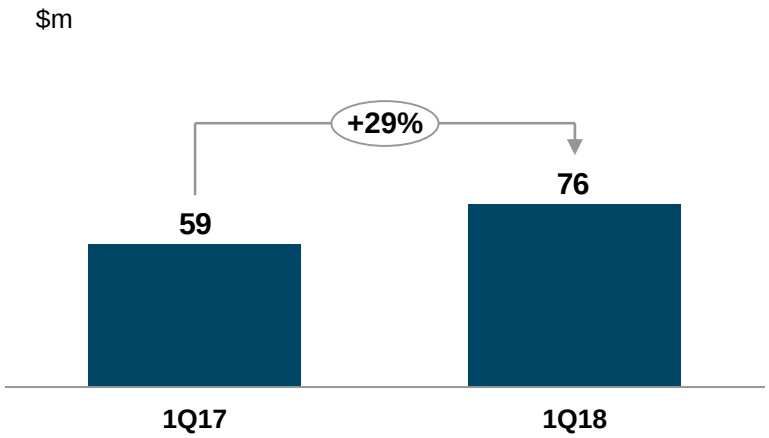
($m)	1Q18	1Q17
Net Flows	(462)	213
Current Product Offering [1]	*579*	*1,148*
Fixed Rate [2]	*(1,041)*	*(935)*
First Year Premiums	1,619	1,862
Non-GAAP Operating ROC [3]	21.4%	n/a

[1] Products sold in 2011 and later. [2] Pre 2011 GMxB products. [3] Non-GAAP Operating ROC is calculated by dividing operating earnings (loss) on a segment basis by average capital on a segment basis, excluding AOCI. For average capital amounts by segment, capital components pertaining directly to specific segments such as DAC and goodwill along with targeted capital are directly attributed to these segments. Targeted capital for each segment is established using assumptions supporting statutory capital adequacy levels necessary to be considered an ongoing concern.

Equitable Holdings

Group Retirement

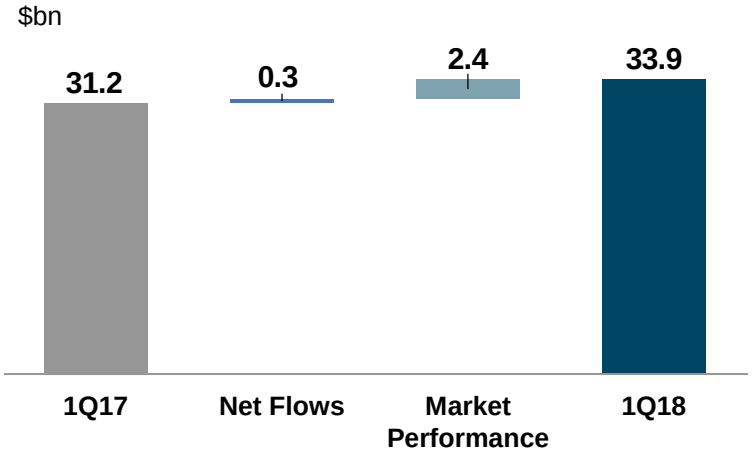
Operating Earnings



Key Drivers

- Operating earnings increased due to positive net flows and equity market performance, combined with lower operating expenses
- Continued positive net flows, given increase in gross premiums, reduction in surrenders and withdrawals
- Gross premiums were driven by continued strong sales and higher renewals

Account Value and Trailing 12 Month Net Flows



Summary 1Q Metrics

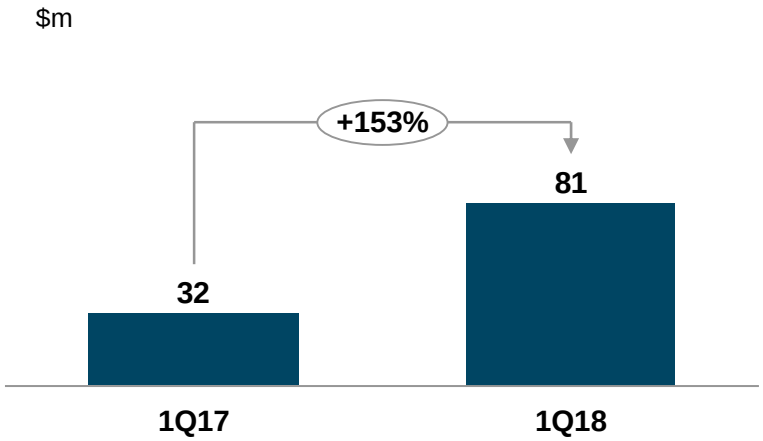
($m)	1Q18	1Q17
Net Flows	101	55
Gross Premiums	841	820
Non-GAAP Operating ROC[1]	23.6%	n/a

[1] Non-GAAP Operating ROC is calculated by dividing operating earnings (loss) on a segment basis by average capital on a segment basis, excluding AOCI. For average capital amounts by segment, capital components pertaining directly to specific segments such as DAC and goodwill along with targeted capital are directly attributed to these segments. Targeted capital for each segment is established using assumptions supporting statutory capital adequacy levels necessary to be considered a going concern.

Equitable Holdings

Investment Management and Research

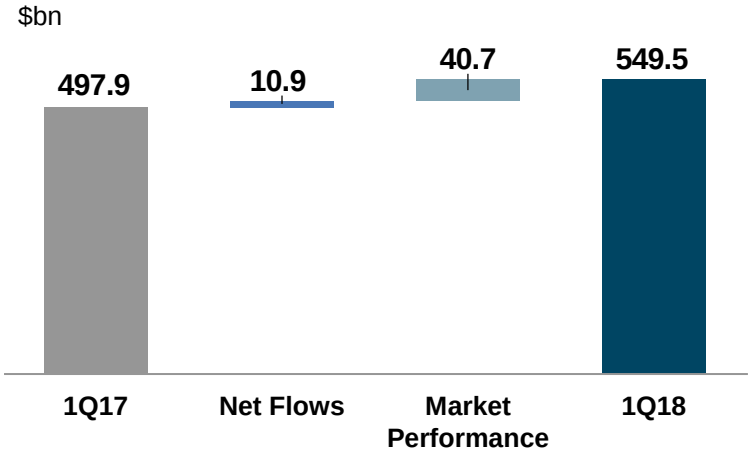
Operating Earnings



Key Drivers

- Operating earnings increased as double-digit revenue growth outpaced increase in expenses
- Segment revenues increased due to positive mix shift toward higher fee products, higher average AUM and strong performance fees
- Positive organic revenue growth as higher fees on inflows more than offset lower fees on larger outflows

AUM and Trailing 12 Month Net Flows



Summary 1Q Metrics

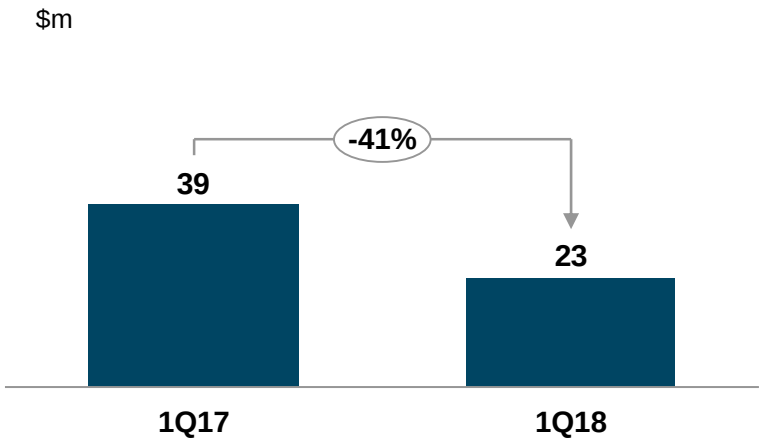
($bn)	1Q18	1Q17
Net Flows	(2.4)	(0.2)
AUM	549.5	497.9
Adj. Operating Margin[1]	30.1%	24.1%

[1] Adjusted Operating Margin is a non-GAAP financial measure used by AB's management in evaluating AB's financial performance on a standalone basis and to compare its performance, as reported by AB in its public filings. It is not comparable to any other non-GAAP financial measure used herein.

Equitable Holdings

Protection Solutions

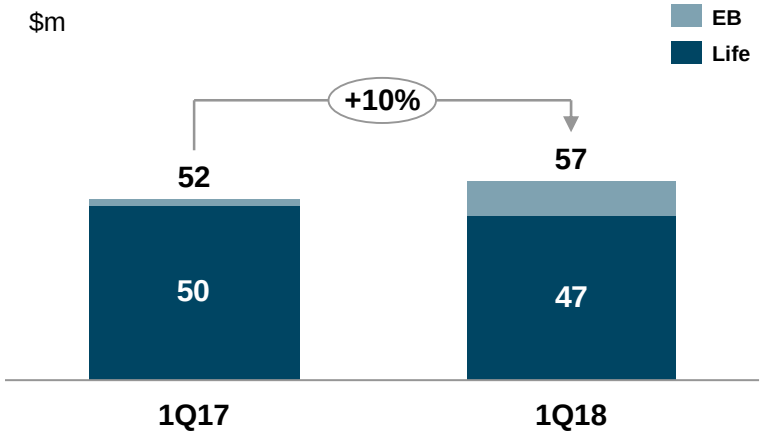
Operating Earnings



Key Drivers

- Operating earnings declined driven by higher DAC[1] amortization costs associated with LRT[2]
- Higher annualized premiums due to increased sales of employee benefit products
- Gross written premiums declined driven by lower renewal premiums
- Benefit ratio stable driven by slightly lower policyholder benefits and stable mortality results

Annualized Premiums



Summary 1Q Metrics

($m)	1Q18	1Q17
Gross Written Premiums	754	768
Benefit Ratio	65.6%	66.9%
Non-GAAP Operating ROC[4]	4.5%[3]	n/a

[1] Deferred acquisition cost. [2] Loss recognition testing. [3] Excludes impact of certain one-time items. Total post-tax adjustments to operating earnings was determined by multiplying approximately $588 million total pre-tax adjustments in policyholders' benefits, DAC amortization (net) and policy charges, fee income and premiums by a tax rate of 32%. [4] Non-GAAP Operating ROC is calculated by dividing operating earnings (loss) on a segment basis by average capital on a segment basis, excluding AOCI. For average capital amounts by segment, capital components pertaining directly to specific segments such as DAC and goodwill along with targeted capital are directly attributed to these segments. Targeted capital for each segment is established using assumptions supporting statutory capital adequacy levels necessary to be considered a going concern.

Equitable Holdings

Key Financial Targets

Maintain strong balance sheet while delivering disciplined financial growth

AXA Equitable Holdings

Non-GAAP Op. Earnings growth	Payout ratio[1]	Non-GAAP Operating ROE
5-7% CAGR through 2020 *(after tax reform)*	**40-60%**	**Mid-teens** by 2020

AXA Equitable Life
Target capitalization

CTE98 for VA business

+

350-400% RBC for non-VA

AllianceBernstein
Margin

30%+

Adjusted Operating Margin[2] by 2020

[1] Target payout ratio of 40-60% of Non-GAAP Operating Earnings. [2] Adjusted Operating Margin is a non-GAAP financial measure used by AB's management in evaluating AB's financial performance on a standalone basis and to compare its performance, as reported by AB in its public filings. It is not comparable to any other non-GAAP financial measure used herein.

Equitable Holdings

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Equitable Holdings

First Quarter 2018 Earnings Results
Appendix

June 20, 2018

Appendix

Reconciliation of Non-GAAP and Other Financial Disclosures

EQH Non-GAAP Operating Earnings

	Three Months Ended March 31,	
	2018	2017
	(in millions)	
Net income (loss) attributable to Holdings	**$ 168**	$ (290)
Adjustments related to:		
Variable annuity product features	**212**	291
Investment (gains) losses	**(102)**	24
Goodwill impairment	**—**	369
Net actuarial (gains) losses related to pension and other postretirement benefit obligations	**131**	34
Other adjustments	**90**	(21)
Income tax expense (benefit) related to above adjustments	**(63)**	(235)
Non-recurring tax items	**28**	132
Non-GAAP Operating Earnings	**$ 464**	$ 304

EQH Non-GAAP Operating EPS

	Three Months Ended March 31,	
	2018	2017
	(per share)	
Net income (loss) attributable to Holdings	**$ 0.30**	$ (0.52)
Adjustments related to:		
Variable annuity product features	**0.38**	0.52
Investment (gains) losses	**(0.18)**	0.04
Goodwill impairment	**—**	0.66
Net actuarial (gains) losses related to pension and other postretirement benefit obligations	**0.23**	0.06
Other adjustments	**0.16**	(0.04)
Income tax expense (benefit) related to above adjustments	**(0.11)**	(0.42)
Non-recurring tax items	**0.05**	0.24
Non-GAAP Operating Earnings	**$ 0.83**	$ 0.54

Equitable Holdings