Recruiting

a successful partnership with you

AXA ADVISORS

redefining / standards®

We are AXA Advisors, LLC – a leader in helping individuals and businesses pursue their financial goals through customized strategies, investment services and disciplined risk management.

At AXA Advisors, our Financial Professionals are the cornerstone of our success, and we strive to help them grow their businesses by focusing on and supporting these core principles:

- To offer the most innovative and competitive products in the financial services industry
- To provide a competitive compensation program
- To provide a comprehensive wealth-building and benefits package
- To be a strategic partner to our Financial Professionals, providing them with the right tools and information to foster their professional development and support our clients' needs
- To offer a strong local AXA Advisors organization to promote growth opportunities

AXA Advisors Financial Professionals are the cornerstone of our success

In our business, success comes most often to those with an innate concern for people and an unwavering commitment to their own professional growth and to helping our clients meet their financial goals. Because we understand that our Financial Professionals are instrumental in continuing AXA Advisors' strong heritage of achievement, we provide a success-oriented environment and recognize outstanding performance.

We offer an open architecture of products and services, along with a robust broker/dealer to support our Financial Professionals. Our Financial Professionals have access to both proprietary life and annuity products, as well as access to non-proprietary products through our general agent, AXA Network, LLC.

AXA Advisors, LLC has partnered with Linsco Private Ledger (LPL) to provide clearing firm responsibilities in addition to handling our back office processing. LPL Financial is a well-respected independent broker/dealer that provides industry expertise, independent research, and world-class investment products and platforms to our Financial Professionals.

We're looking for sole practitioners, independent agents and producer groups who believe in our key drivers. If you are looking for a change to a career system that supports your desire for independence, you have found it with AXA Advisors, LLC.

experienced hire integration team

To support our key drivers, we've created the Experienced Hire Integration Program. This group consists of specialists with one common goal — to provide Financial Professionals with the resources and services they need to achieve success as members of AXA Advisors. By partnering with your local Branch Manager and the Integration Manager as your transition partners, you are making a long-term commitment to your business, the community in which you practice, and the financial success of your clients. We believe that being successful is a team effort.

What You Can Expect

Our principal function is to provide you, as a new AXA Advisors Financial Professional, with a fast and smooth transition for your practice. To achieve this, we proactively coordinate and extend to you the resources needed to effectively grow your business. The Experienced Hire Integration Program is designed to take the new Financial Professional seamlessly through the transition period, with an emphasis on creating a positive initial experience with us. With AXA Advisors, LLC and the Experienced Hire Integration Team as your partners, you are a business owner rather than an employee. We combine the best of a producer group with a career wrapper that provides national as well as local support to raise your independent career to the next level. We believe that being independent doesn't have to mean being alone.

About AXA Group

Choosing a company to partner with to continue your success is a big decision. With so many companies to choose from, you want to make sure you've aligned yourself with a company that is respected among its peers and has a history of success, global presence and stability.

AXA Financial, Inc. is a member of the global AXA Group[1] — a worldwide leader in financial protection and wealth management, offering products and services in its core business lines of life insurance, asset management and property and casualty insurance, as well as international insurance.

By building a culture of trust and achievement, we empower and further engage our people to be customer-centric, optimize the value of our businesses and accelerate growth while reaping together the benefits of being global. Our aim is to foster a safer and stronger society over the long term.

AXA Group Ranks

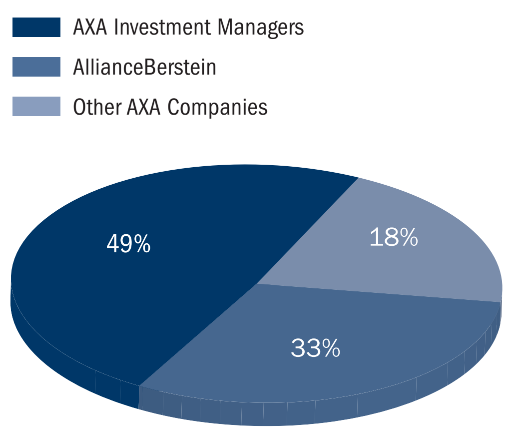
AXA is the # 1 global insurance brand for the seventh[2] year in a row on Interbrand's prestigious list of Best Global Brands.

AXA Group — Size & Strength You Can Trust

- 103 million individual and corporate clients worldwide[3]
- $1.4 trillion in assets under management[3]
- Operations in 59 countries[3]
- 161,000 employees and exclusive sales associates around the world[3]

AXA Group

$1.4 trillion in assets under management[3]



1 "AXA Group" refers to AXA, a French holding company for a group of international insurance and financial services companies, together with its direct and indirect consolidated subsidiaries.
2 Interbrand, Best Global Brands, 2015.
3 As of December 31, 2015.

Open Architecture

In keeping with our goal of offering the most innovative and competitive products and services, AXA Advisors, LLC provides wealth protection, asset management, and financial and estate planning strategies through a comprehensive range of investment and insurance products and services from leading financial companies.

Through this open architecture, financial professionals have access to investment management services and mutual funds from numerous investment providers, and protection products from a large selection of insurance companies. You'll also have access to the financial product portfolio of AXA Equitable Life Insurance Company, as well as financial products from a variety of unaffiliated companies through an insurance brokerage affiliate, AXA Network, LLC. This expansive network allows you a balanced variety of options in working with clients toward their financial security.

Risk Management

Life Insurance

Annual Renewable Term
Level Term — 1-, 5-, 15-, 20- and 30-Year
Return of Premium Term
Whole Life
Universal Life - Individual and Survivorship
Variable Universal Life - Individual and Survivorship
Indexed Universal Life - Individual and Survivorship

Annuities

Fixed (single premium, flex premium, immediate and deferred income)
Variable Annuities (immediate & flexible payment)
Group Annuities (qualified retirement plans)
Equity-Indexed Annuities

Health Insurance

PPO
Indemnity Plans
Individual & Group Medical Plans
HSA
Medigap

Business Planning

Executive Bonus Plans
Business Continuation Plans
Premium Funding
Key-Person Plans
Split-Dollar Plans
Group Carve-Out Plans
Salary Continuation
Deferred Compensation Plans
Executive Planning Services
Buy-Sell Plans

Disability & Long-Term Care Insurance

Individual Disability Income
Group Long-Term & Short-Term Disability
Business Overhead Expense
Disability Buyout Protection
Individual & Group Long-Term Care
Employer-Sponsored Individual Disability Income
Employer-Sponsored Individual Long-Term Care

Investment Services

- Cash Management (check writing and debit card)
- Money Markets & Insured Cash Accounts
- Mutual Funds
- Publicly Traded Stocks
- Exchange-Traded Funds & Notes
- Unit Investment Trusts
- Certificates of Deposit
- Municipal, Government & Corporate Bonds
- Structured Notes
- Fee-Based Variable Annuity
- Non-Publicly Traded REITs
- Alternative Investments
- Trust Services
- Concentrated Equity Strategies
- Financial Planning
- Consolidated Performance Reporting

Retirement Planning

- Group 401(k) Plans
- Individual 401(k) Plans
- Keoghs
- Pension Plans
- Profit-Sharing Plans
- Traditional, Roth, SEP, & SIMPLE IRAs

Education Planning

- Coverdell Education Savings Accounts
- 529 Plans

Investment Advisors*

- Advisors Capital Management
- AssetMark, Inc
- Boyd Watterson
- Brinker Capital
- Clark Capital
- Curian Capital
- Envestnet & Envestnet Portfolio Solutions
- Lebenthal Asset Management
- Lockwood®
- LPL Financial
- Morningstar Managed Portfolios
- SEI Advisor Network
- Symmetry

*Subject to change without notice.

The Broker Dealer provides AXA Advisors Financial Professionals with a world-class open architecture platform, and a continuously expanding, innovative product lineup. Ranked among the top independent broker dealers by total revenue and number of Financial Professionals producing $100,000–$499,000.[4] The AXA Advisors Broker Dealer had over $29 billion in assets under management, and over 700,000 direct, brokerage and advisory accounts (as of 12/31/15).[5]

4 AXA Advisors, LLC was ranked #3 in *Investment News'* Top 50 Independent B-Ds ranked by reps producing $100–$499K* (*Investment News*, December 31, 2014, based on the period from 9/30/2011 to 9/30/2014)
5 Ranked #3 in *Financial Planning* magazine's Top 50 Independent Broker-Dealers, by FP Clients and Accounts (*Financial Planning* magazine's 2012's Biggest Independent Broker-Dealers, based on the period from 1/1/2014 to 12/31/2014).

Supporting Your Success

Your personal success is a key component to our success as a company. To that end, as a part of the AXA Advisors, LLC family, you will have the support of an exclusive team of professionals that provides an unparalleled level of service and expertise to help you grow your business. In addition, you'll have access to a wide array of advanced learning resources and professional development programs.

Our Culture

The AXA Advisors, LLC culture is based on its rich heritage, colleague interaction and the strong tie between the sales force and headquarters. As part of a dynamic organization, Financial Professionals have access to divisional and branch education meetings and events, as well as opportunities to participate in sales campaigns, earn recognition, and attend national conferences. Colleague interaction affords opportunities for idea sharing, study groups and joint work in an environment that supports diversity and collaboration.

Advanced Markets (AM)

This collaborative team of professionals with experience as attorneys, Chartered Life Underwriters (CLUs), Certified Financial Planners (CFPs) and Certified Pension Consultants works with Financial Professionals on advanced planning through needs assessment, case design, service and support. From a personal planning standpoint, our professionals are ready to help you handle intricate cases involving:

- Estate conservation and distribution strategies
- Business planning
- Retirement and charitable planning
- Case-design scenarios
- Qualified plans and executive benefits

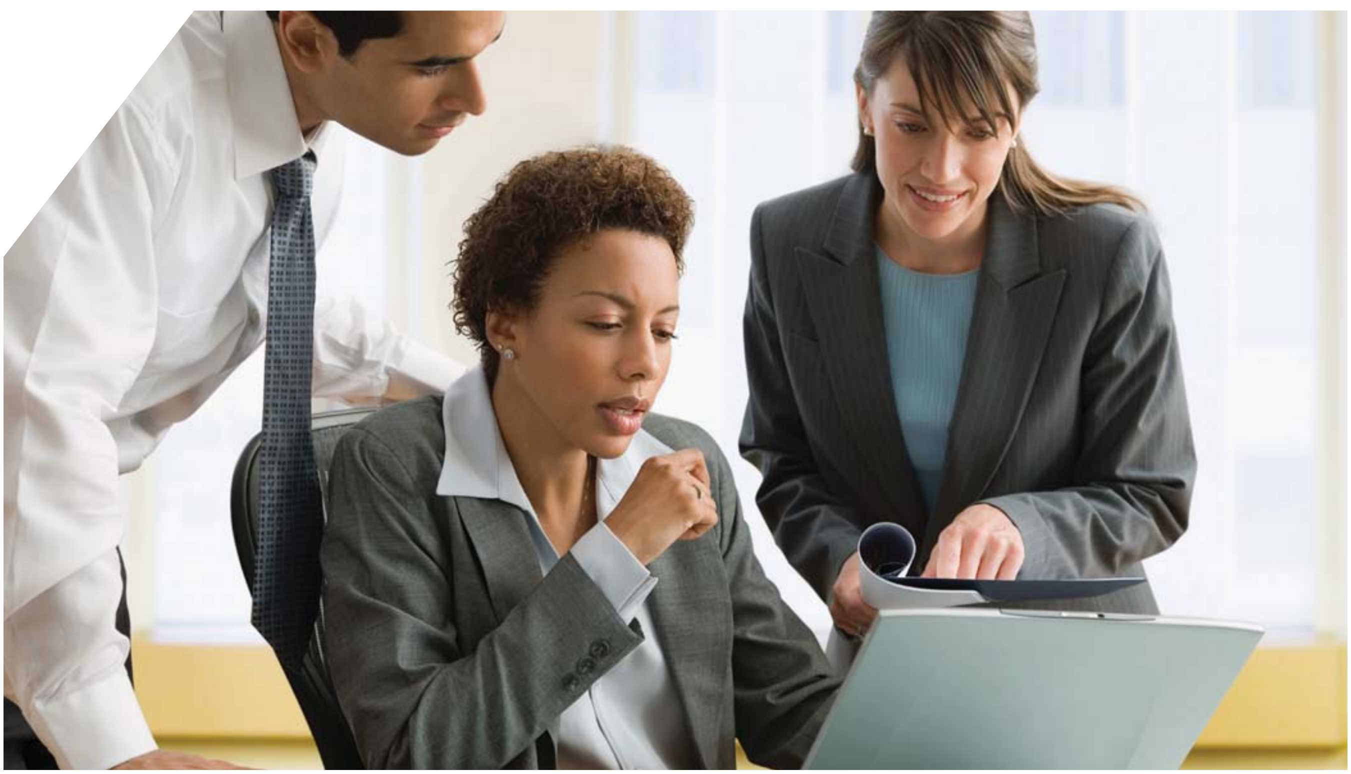
AXA Advisors At Retirement® Program

AXA Advisors, LLC has built the foundation to help ensure that our Financial Professionals are the best in the industry. A cornerstone to this foundation is our partnership with the Wharton School at the University of Pennsylvania. Select Financial Professionals are invited to take part in a retirement education program taught exclusively by Wharton faculty members who specialize in retirement planning. After completion of the program, Financial Professionals receive a certificate in retirement planning from the Wharton School and use of our proprietary title, Retirement Planning Specialist. In addition, participants receive dedicated support and turnkey marketing systems and tools to assist with market positioning and penetration, increased productivity, and overall integration within their practices.

Partnering with the Wharton School qualifies the Financial Professional for continuing education credits. With daily attendance at each scheduled program session, Financial Professionals can be awarded up to 24 hours of continuing education credits.

Succession Planning

AXA Advisors has a comprehensive succession planning process in place to assist our Financial Professionals in identifying a partner/successor for his or her practice. Financial Professionals can then leverage the synergies of the relationship and plan for transition to the successor. A well-planned and executed succession plan benefits the organization, participating Financial Professionals and clients alike. Good succession planning is the fulfillment of promises made to clients, including continuity of superior service.



Trusted Advisors

The Trusted Advisors (TA) Program has been developed to help qualified professionals (CPA/full-time tax professionals and, in states where permissible, attorneys) and AXA Advisors, LLC ("AXA Advisors") Financial Professionals (FPs) build a successful, sustainable, joint financial services practice. This program is designed to allow professionals in complementary businesses to leverage one another's expertise to grow their respective practices faster together than they could individually.

Gold Mentor Program

The Gold Mentor Program (GMP) of AXA Advisors, LLC and AXA Network, LLC ("AXA") is designed to attract and enhance the development of Gold Candidates ("GC") by pairing them with experienced, successful producers, Gold Mentors ("GM"), while at the same time resurrecting or creating new business and growth opportunities for the GM. For successfully committing to and participating in the GMP, the GM will receive monthly recognition fees based on production credit-generating sales of the GC paired with the GM.

Marketing

Marketing is one of the most important activities through which a Financial Professional can drive his or her business. Marketing efforts should support all aspects of a Financial Professional's business and be a consistent part of the sales process — from prospecting and branding to client management and servicing needs.

The programs and resources listed below can help Financial Professionals to:

- Effectively prospect
- Generate opportunities
- Build and maintain client relationships
- Increase sales
- Garner referrals

Marketing Tool	Description
Associate Websites	The sites allow individuals and groups to create a local and geographical web presence where they can promote their business and service existing clients with a wealth of online resources, tools and communication opportunities.
ClientLink℠	ClientLink℠ is an easy-to-use, print-on-demand direct mail system available to you with no subscription cost. You can choose what you want to mail, to whom and when – all at a very low price.
e-Relationship	e-Relationship is a fully-automated and personalized way to stay in touch with clients and prospects via e-mail. This tool makes it easy to send compliance-approved e-storyboards, e-articles, e-cards, HTML e-mails and e-invitations.
Newsletters	Professionally written and printed, these client-approved and personalized newsletters can help keep clients informed and increase your credibility and visibility.
Seminar Marketing	Hosting a seminar is a powerful way to interact with existing clients and attract new prospects. It gives you the ability to communicate with clients in a neutral learning environment while establishing credibility within the community.
Mining Diamonds	A cross-sales and practice enhancement program that analyzes your book of business and ranks clients in order of their likelihood to purchase life, annuity and brokerage products.
eAds	Pre-approved, electronic ads and flyers that can be placed in magazines, newspapers and other print publications.
"Doing Business As" brochures	Printed booklets, which highlight your DBA capabilities and services.
AXA Advisors Locker	This iPad application allows a further incorporation of a digital aspect into your practice. Have immediate access to marketing brochures and service forms even while offline, e-mail/print materials directly from the Locker, and save documents locally into the Locker.
Hearsay Social	Hearsay Social is a Social Business platform that helps AXA Advisors meet its regulatory obligations while also enabling Financial Professionals to engage in marketing and relationship building activities on LinkedIn and Facebook.
Salesforce.com	Salesforce.com is the new & enhanced Customer Relationship Management (CRM) system. SFC.com plays a key role in reducing redundant data entry and is the "launching pad" for straight-through-processing for both annuity and life sales.

Sales Tools and Applications

Our state-of-the-art software applications can help shorten the sales cycle and expedite the product implementation process by facilitating an analysis of a client's needs. The tools for AXA Advisors, LLC software include:

- eMoney emX & emX Pro
- Morningstar
- Advisys Backroom Technician
- InsMark Documents On The Net
- LPL Financial – Branch Net
- AEGIS – Ledger and Advanced Sales Concepts
- InForce Proposals
- Advanced Impact Plan Lab – Annuity Strategies & QPDA, Business Continuation, Key Person, and Estate Strategies
- ViewPlan
- Crescendo
- Number Cruncher
- Stock Opter
- NaviPlan Suite
- Profiles Forecaster
- Advisor FX (Online Advanced Underwriting Service and Tax Facts)
- Advanced Markets Resource Center

Technology

Utilizing the latest web-based and Client Relationship Management (CRM) tools on multiple device platforms, AXA Advisors, LLC provides integrated and flexible technology solutions to sustain the "anytime/anywhere" efficiency of our retail distribution network, practice management and enhanced client support and services. We also employ a full suite of digital tools and a platform for virtual meetings, including digital specialists to assist with training and implementation. Our state-of-the-art software applications help shorten the sales cycle and expedite the product implementation process by facilitating an analysis of a client's needs.

- Client management tools
- Straight-through-processing options for Life, Annuity and Brokerage sales
- Web-based new business and in-force notifications
- Analysis and financial planning tools[6]
- Compliant social media offerings
- eLearning
- Industry resources
- Business valuation and business continuation
- Merchandising tools
- Mobile device (smart phone and tablet) capabilities
- Salesforce.com and Asset Map

6 Some tools may be available at incremental cost to Monthly Software and Services Subscription Agreement and some may have additional requirements.

compensation, benefits, and wealth accumulation

Recognizing and rewarding achievement is the fulcrum of our compensation philosophy. We offer a wide range of opportunities for Financial Professionals to expand their earning potential. We are firm believers in paying for performance and are proud to offer one of the most competitive total earnings models in the industry.

Compensation

AXA Advisors, LLC offers a fully competitive compensation schedule across a wide range of products. In addition, our Production Opportunity Payment (POP) Program provides the opportunity for payments beyond base commissions to Financial Professionals. The amount of POP payment available, as a percentage of first-year commissions, is differentiated by the Financial Professional's annual production and increases as the production attained increases.

Benefits

AXA offers a range of health care (medical, dental, vision) coverage through the Aon Hewitt Corporate Health Exchange. The Aon Hewitt Corporate Health Exchange provides a private, online marketplace in which you can shop for different levels of medical, prescription drug, dental and vision care coverages through various insurance carriers at a range of prices. These offerings seek to balance AXA's goal to offer you comprehensive coverage as well as a broad range of networks of quality health care providers – while managing health care costs. You have control and flexibility to mix and match coverage options based on your health care needs.

Health

If you are a production-qualified Financial Professional, the Health Plan gives you flexibility to choose a medical option based on your health care needs and budget. You will be able to shop for health care coverage through the Aon Hewitt Corporate Health Exchange by choosing from a variety of medical care levels, insurance carriers and price levels. In addition, your prescription benefit coverage will be administered by the medical option you choose under the Aon Hewitt Corporate Health Exchange.

Dental

Production-qualified Financial Professionals can choose a dental option based on your dental care needs and budget. Under the Aon Hewitt Corporate Exchange, you will be able to choose from a variety of dental care levels, insurance carriers and price levels.

Vision

As a production-qualified Financial Professional, you are eligible to choose a vision option based on your vision care needs and budget. Under the Aon Hewitt Corporate Exchange you will be able to choose from a variety of vision care levels, insurance carriers and price levels.

Life Insurance

You have a range of options for life insurance coverage, including Company-Paid Life Insurance coverage that is provided at no cost to you (imputed income may apply). In addition, you may apply for Optional Term Life (OTL) Insurance and/or Group Universal Life (GUL) Insurance.

Disability

- Short-Term Disability (STD) — If you are eligible for and certified for STD benefits by the Plan, after a 30-day elimination period, the Plan provides you with benefits for additional weeks you are certified disabled. The Plan provides one week at 100% of your weekly eligible compensation for each completed year of service, and 60% of your weekly eligible compensation for each additional week of disability, for a maximum of 22 total weeks of benefits.
- Long-Term Disability (LTD) — Eligible retail sales managers and experienced financial professionals will have immediate eligibility for long-term disability coverage, and financed financial professionals will be eligible on the January 1 following the date of their contracts. If you remain disabled and unable to work beyond 22 weeks of certified STD, and you are certified for LTD benefits by the Plan, the Plan pays the applicable percentage of your monthly eligible compensation that you elected at enrollment. Your LTD benefits will be offset by first year commissions, renewal commissions, service fees and certain other items, such as Social Security disability income.
- Supplemental Group Long-Term Disability (SLTD) — Eligible Financial Professionals and retail sales managers can apply for SLTD coverage. SLTD coverage is designed to replace the part of your earnings that are not currently benefits-eligible, sometimes referred to as non-proprietary compensation and commissions.

The AXA Equitable 401(k) Plan

If production-qualified, you are eligible to participate in the AXA Equitable 401(k) Plan. The Plan offers you control and flexibility to help you meet your savings and retirement goals.

Savings Opportunities

- Automatic enrollment for eligible Financial Professionals (FPs) at 3% before tax, unless you elect a different rate. You may elect to have your contributions increased annually by 1%.
- You can save up to 75% of your eligible compensation on a before-tax and/or Roth 401(k) basis (up to the IRA limits (up to $18,000 in 2016; up to $24,000 in 2016 if individual is age 50 or older as of December 31, 2016).
- You can save up to 20% of your eligible compensation on an after-tax basis (up to $10,000 per calendar year), subject to IRS limits.
- The Roth 401(k) feature allows you to contribute after-tax money to the Plan and, generally, any earnings on your contributions will be tax-free.
- More than 25 investment funds to choose from that provide different risk and return potential,plus a self directed brokerage account, which provides access to additional retail mutual funds.
- Loans and withdrawals are available—subject to applicable limits.
- Participant contributions vest immediately and Company contributions vest after three full years of service.

Stock Purchase Plan

The AXA Financial Stock Purchase Plan provides a convenient way for qualifying employees and Financial Professionals to become AXA shareholders and participate in the company's performance.

Participants can purchase AXA Stock through automatic after-tax payroll deductions, contributing up to a maximum of $50,000 annually.

Participants can receive a 10% matching contribution up to $1,250. The shares purchased must be held in the participant's plan account for six months from the purchase date before being able to be sold or transferred (unless death occurs).

Financial Professional Equity Program

This program recognizes outstanding performance by offering qualified Financial Professionals the opportunity to earn an annual equity grant based on sustained, superior production results and the accumulation and retention of assets under management (AUM).

AXA Shareplan (Company's Global Stock Purchase Plan)

AXA Shareplan offers eligible employees the opportunity to subscribe to AXA shares through two different investment options. The first alternative permits the purchase of shares at a discounted price. The second alternative permits the purchase of shares on a leveraged basis with a guaranteed return of investment. Each investment option requires a five-year holding period for the shares purchased, subject to exceptions only for death or disability. The decision to offer the plan is made on a year-by-year basis and eligibility based on hire date and benefits eligibility status.

professional development

Learning

AXA Advisors, LLC leverages various learning resources to support Financial Professional development. Using a blended approach of knowledge acquisition through eLearning courses, knowledge application through instructor-led programs, and knowledge reinforcement by the local manager, Financial Professionals acquire and learn to use financial planning principles.

Professional Designations

AXA Advisors, LLC offers a Tuition Reimbursement Program for professional designations recognized and respected by clients and other professionals in the industry.

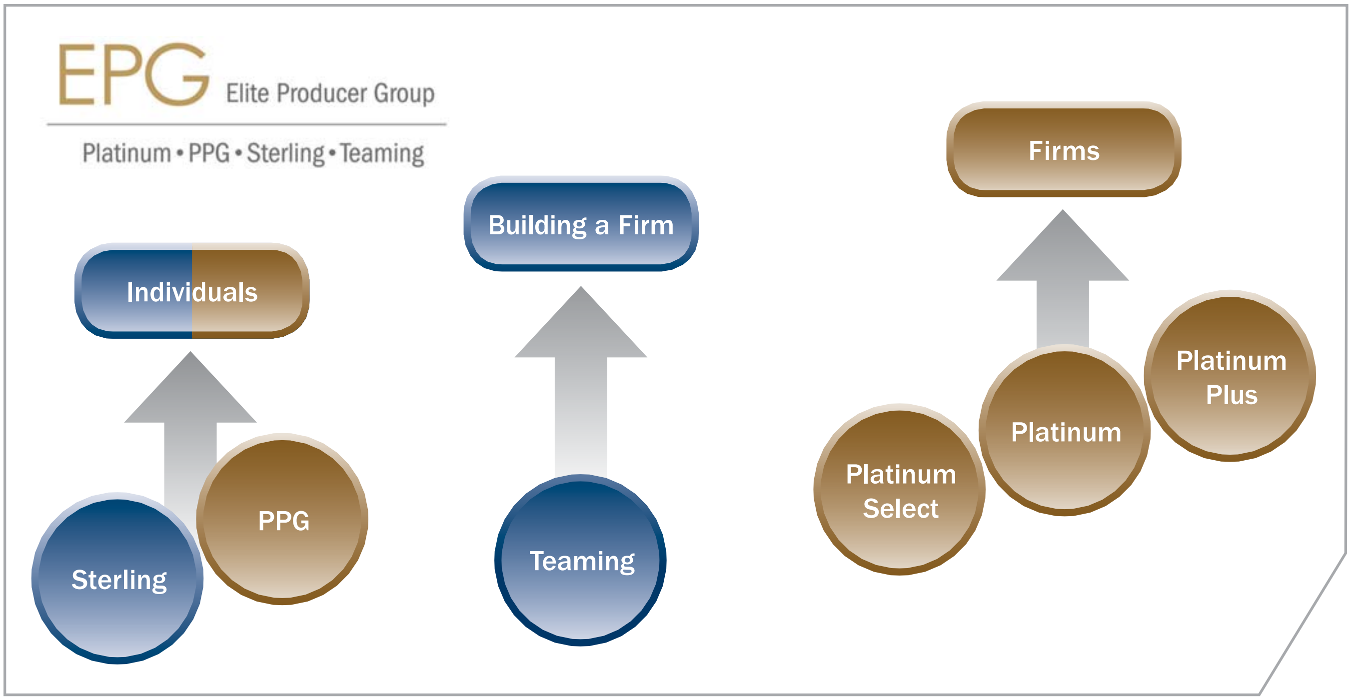
- Certified Financial Planner™ (CFP®)[7]
- Chartered Life Underwriter (CLU)[8]
- Chartered Financial Consultant (ChFC)[9]
- Retirement Income Certified Professional (RICP)
- Financial Services Certified Professional (FSCP)

Recognition

In our business, success often comes to those with an innate concern for people, combined with an unwavering commitment both to their own professional growth and to helping their clients meet their financial risk protection goals. Because we understand that our Financial Professionals are instrumental in continuing our strong heritage of achievement, we provide a success-oriented environment and recognize outstanding performance. The field perspective is represented through strong organizations like the National Associates Forum (NAF) and Old Guard.

7 Certified Financial Planner™ and CFP® are certification marks owned by the Certified Financial Planner Board of Standards, Inc., which it awards to individuals who successfully complete initial and ongoing certification requirements.
8 Chartered Life Underwriter is a professional designation of the American College.
9 Chartered Financial Consultant is a professional designation of the American College.

Elite Producer Group



AXA Advisors, LLC has established the Elite Producer Group (EPG) as a platform for our top producers who meet certain eligibility requirements. EPG members are the most distinguished, innovative and respected Financial Professionals affiliated with AXA Advisors, LLC. Our members are highly experienced at meeting the special needs of affluent individuals, corporate executives and business owners.

EPG includes the following segments of the elite producer path — Sterling Group, Paramount Planning Group (PPG), Teaming Producer Group, and Platinum level firms (including Platinum Plus, Platinum and Platinum Select firms).

The platform offers opportunities for individual producers and for various levels of firms, each with unique requirements, benefits and compensation. Offering can include:

- Enhanced compensation and bonus opportunities
- Priority customer service
- Access to dedicated resource teams — including advanced market sales support, compliance and underwriting
- Dedicated headquarters advocate and support
- Steering Committee representation
- Educational meetings and events, including professional staff development
- Invitation to Annual Agents Reinsurance Company (ARC) Meeting
- Practice development and firm-building programs
- Succession planning resources

making the transition

More and more Financial Professionals are making their transition to AXA Advisors, LLC and our goal is to contribute to your success as a Financial Professional. The crucial first step in that process is helping you make a smooth and easy transition for your practice. How do we facilitate this?

By investing the time up front, we can customize a timeline that will support the transition of your specific needs. We have developed a highly effective team and streamlined transition process.

We have structured our organization to provide you with unparalleled service during your transition.

Using a phased approach, our Experienced Integration Manager will work with the local AXA Advisors, LLC Branch and Division to deliver the resources and tools customized to your practice.

Your customized transition may include some or all of the following:

- Product Education
- Broker/Dealer Transfer Assistance
- Business Processing Systems
- Technology Training and Education
- Marketing and Resources and Tools
- Compliance "How To's"

As your transition to AXA Advisors evolves, we will be there every step of the way to provide you with ongoing support.

Analyze the Opportunity

We're interested in motivated, focused and enthusiastic professionals seeking an entrepreneurial challenge. We're looking for individuals who possess the:

- Knowledge and experience to help others pursue their financial goals
- Ability to capitalize on market opportunity for the next 10+ years
- Ability to grow with the rate that our business will grow
- Desire to work independently

For more information on how to become part of AXA Advisors, please visit axa.com.

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