

Simplify to accelerate

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2017 Investor Day

Introduction Thomas Buberl

Simplicity and empowerment George Stansfield

US IPO update George Stansfield | Gérald Harlin

Coffee break

Cash and Solvency II Ambition 2020 update Gérald Harlin

Q&A & Conclusion Thomas Buberl

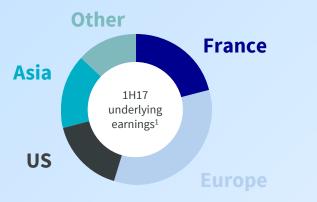


INTRODUCTION

Vision for the future of insurance

"Empower people to live a better life."

AXA: a global base with strong local market positions



AXA ranks² within **Top 5** in these **current engines** and **high potentials**

- ✓ France
- ✓ Switzerland
- ✓ Belgium
- ✓ UK & Ireland
- ✓ Germany

- ✓ Spain
- ✓ Hong Kong
- ✓ Thailand
- ✓ Indonesia
- ✓ Mexico





GLOBAL INSURANCE BRAND FOR THE 9TH CONSECUTIVE YEAR³

Simplify to accelerate

Focus and Transform

- > Focus on fewer countries, with emphasis on scale and potential
- Shift our portfolio towards preferred segments to grow
- > Improve the balance between technical and financial margin
- > Simplify the organization to get closer to the customer
- > Scale innovation ecosystem to build new business models

Focus on fewer countries, with emphasis on scale and potential





Shift our portfolio towards preferred segments to grow



- ✓ High frequency **customer contacts**
- ✓ Attractive segments for **additional services**
- ✓ Geared towards **technical margin**
- ✓ Ripe for innovation and new business models

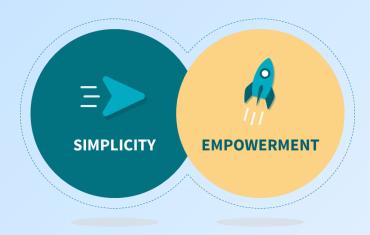
Improve the balance between technical and financial margins

Accelerate the transformation towards preferred segments \rightarrow **Reduce** exposure to **traditional G/A savings** business \rightarrow Achieve partial listing of our US operations Initial S-1 filed November 13 – on track for initial listing in 2Q18 \rightarrow

Scale innovation ecosystem to build new business models



My convictions for the daily management of the Group...



> Focus on operational performance

> Full accountability in local markets

> No compromise on customer service

...with a clear growth roadmap by geography



- Grow in preferred segments, reinforce market leadership
- Transform to blended distribution, with focus on customer experience
- US (incl. AB) 16% of Group UE¹
- Grow organically
- Improve efficiency
- Optimize capital



- Reduce and rationalize footprint
- Growth boosters of tomorrow



Expand distribution reach

Grow top and bottom line

Strategic growth enablers

A new leadership team to accelerate our transformation journey



Antimo Perretta, **CEO AXA Europe**



Jacques de Peretti, Chairman and **CEO AXA France**



AXA



Gerald Harlin, **Deputy CEO** and CFO



George Stansfield, **Deputy CEO** and General Secretary

Guillaume Borie,

Chief Innovation Officer







Mark Pearson, **CEO AXA US**



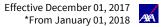
Benoit Claveranne, **CEO** International and New markets



Alban de Mailly Nesle, **Chief Risk Officer**



Astrid Stange, **Chief Operating Officer** Karima Silvent, **Group HRD**





SIMPLICITY AND EMPOWERMENT

Evolution of governance through AXA's history and where we are today

30 years of success with evolving governance

Expand: 1990-2000

Two-tier: holding company with investments in subsidiaries

Consolidate: 2000-2009

Three-tier: holding company with regions and subsidiaries

Strengthen: 2010-2017

Four-tier: holding company with regions, subsidiaries and Global Business Lines





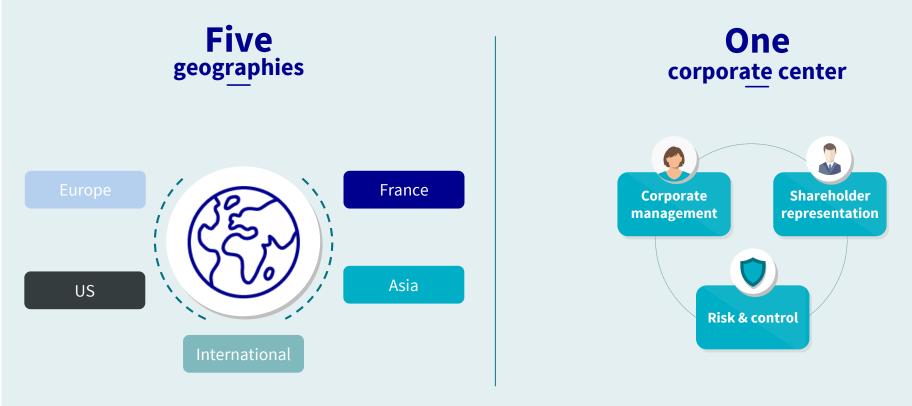
Going forward, we need to make decisions closer to customers and become leaner and more agile

The guiding principles for our new governance model...



- > Adapt governance to strategic segmentation
- > **Delayer** and **simplify** the organization with decisions made closer to our customers
- > Invest in countries rather than above them
- > Our operating companies are the primary axis with empowerment and accountability for performance and transformation

...led us to delayer and simplify the organization

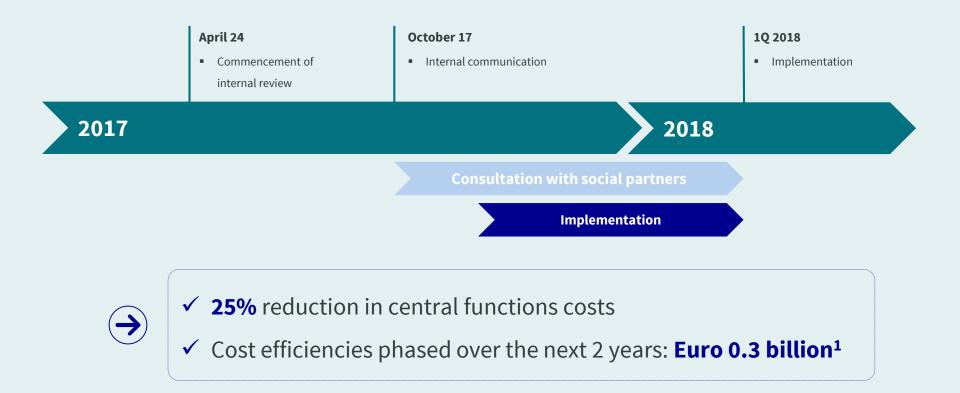


Simplified relationship between entities and the corporate center





Refocusing the role of the corporate center contributes to cost efficiencies





US IPO UPDATE

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Pre-IPO restructuring transactions

Post-IPO: key implications for AXA Group

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S-1 provides an extensive view on the US operations to be listed

On November 13, AXA Equitable Holdings filed its initial Form S-1 with the U.S. SEC

We are in a mandatory SEC "quiet period", and we are thus limited in what we can provide about the IPO and AXA Equitable Holdings' business, financials and strategies

Form S-1 provides an extensive view on AXA Group's US operations to be listed

Prospectus summary

Risk Factors Dividend Policy

The Reorganization Transactions

Recapitalization

Capitalization

Selected Historical Consolidated Financial Data

Unaudited Pro-Forma Financial Information

MD&A of Financial Condition and Results of Operations

Business

Management

Executive Compensation

Principal and Selling Stockholders

Certain Relationships and Related Party Transactions

Description of Capital Stock

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Simplified scope¹ of AXA Group's operations for intended IPO



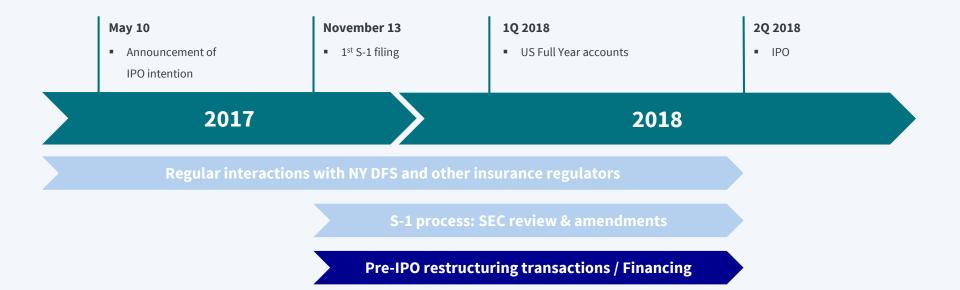
Ca. 4,700 affiliated AXA Advisors and ca. 200 Bernstein Financial Advisors Access to more than 150,000 financial professionals (broker dealers, banks, P&C firms, general brokerage)

All notes are on pages 62 and 63

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AXA Group on track towards IPO of US operations in 1H 2018

Selected milestones



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Post-IPO: key implications for AXA Group

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Key restructuring transactions AXA Group is undertaking pre-IPO

Three key pre-IPO restructuring transactions

Financing and internal loans repayment

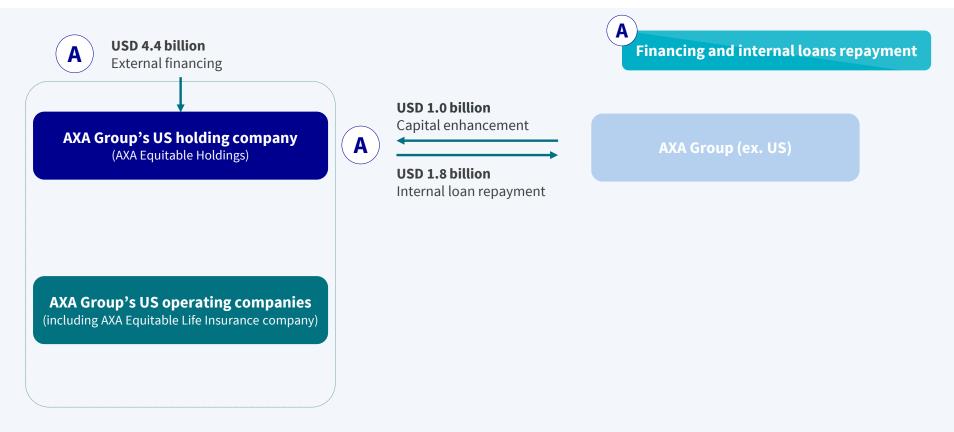
Recapture of VA business and capitalization

Sale of AB units from AXA Group

B

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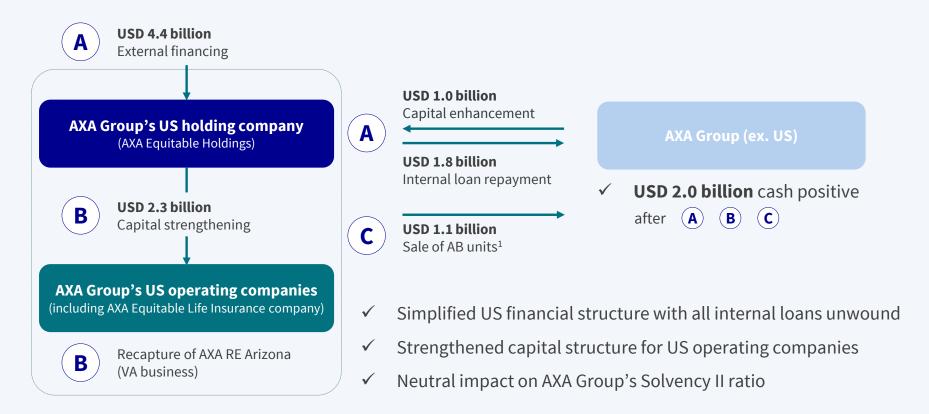


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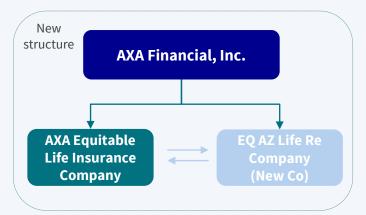
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Pre-IPO restructuring: impact on AXA Group's US operating companies

Recapture of VA business currently reinsured by AXA RE Arizona

- ✓ As discussed with the New York Department of Financial Services
- ✓ Positions AXA Equitable well for future NAIC framework
- ✓ Reduces liquidity needs and simplifies financial structure



Internal reinsurance: Life business only (previously included Life and a portion of VA business)

Expected capital levels after recapture and capitalization

AXA Group's US operating companies (including AXA Equitable Life Insurance Company)

CTE98 VA capitalization **~350%** non-VA RBC ratio

resulting in

~500% combined RBC ratio

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IPO process and scope

Pre-IPO restructuring transactions

Post-IPO: key implications for AXA Group

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Anticipated changes to US hedging strategy: AXA Group's perspective

Target hedging strategy

- Protect economic value of the Variable Annuity business
- Target asset level at or above CTE98 level under most economic scenarios, and maintain a CTE95 level even in extreme scenarios

Increased equity hedging



keeping upside exposure on interest rates

Limited impact on AXA Group's IFRS statements

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Resilient post-IPO Variable Annuity cash flows support AXA Group's strategy

Lifetime discounted inforce VA cash flows under various market scenarios¹



- ✓ Resilient VA cash flows under a range of scenarios
- ✓ Effective downside protection with exposure to market appreciation

The projected VA cashflows above are based on a number of important market and actuarial assumptions, in particular, relating to the performance of the capital markets and actuarial and policyholder behavior experience, and represent estimated present value of the in-force variable business based on historical experience. To the extent actual experience deviates from these assumptions, VA cashflows could materially deviate from the examples above.

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Post-IPO implications for AXA Group

Positive outlook for cash, limited impacts on Solvency II and IFRS



- **USD 2.0 billion** from pre-IPO transactions, before any potential proceeds from IPO
- Resilient VA cash flows across a range of scenarios
- **40% 60%** payout ratio¹ targeted by AXA Equitable Holdings, effective 2018
- Neutral impact on AXA Group's Solvency II ratio
- ► Improved balance between technical and financial margins for the Group



- ► US operations to remain **fully consolidated** post initial listing
- Limited earnings impact from change in VA hedging strategy
- Ambition 2020 targets reaffirmed in the context of the IPO

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CASH AND SOLVENCY II

1

Insights on our cash generation capacity and Solvency II operating return

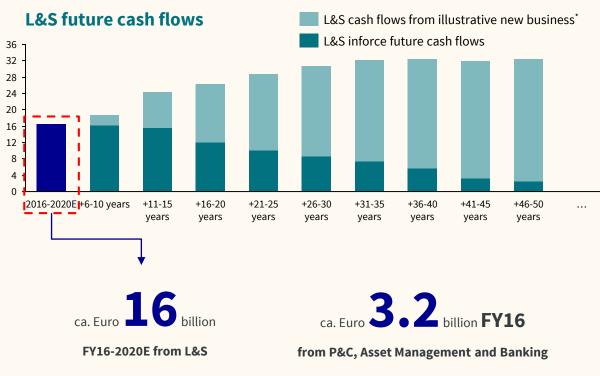
Clear visibility on future cash flows and on Ambition 2020 target

Connection between operating free cash flows and SII operating return

Link to dividend and capital management

Clear visibility on future cash flows

In Euro billion



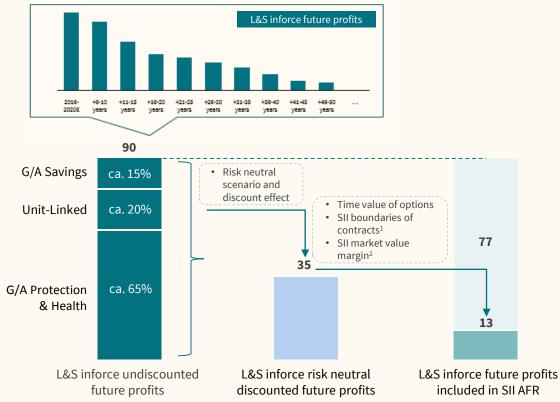




* Based on a simplified assumption that FY16 new business is repeated each and every year from 2017 onwards.

L&S inforce future profits are only partially reflected in Solvency II AFR...

In Euro billion



Euro 13 billion of L&S inforce future profits in total AFR of **Euro 58 billion** (FY16)

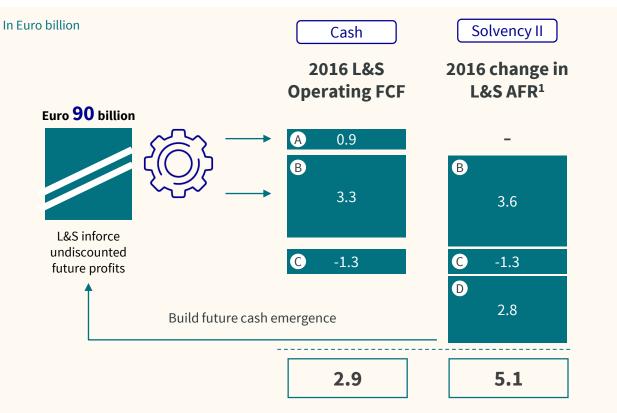
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Euro 77 billion inforce future profits not reflected in FY16 AFR which will emerge over time

- o/w Euro 22 billion from the release of prudential buffers
- o/w Euro 55 billion from the release of risk premiums and discount effect

...and will emerge in the form of operating FCF and AFR over time



Highly predictable future cash flows driven by the quality of our business mix (market leading proportion of Protection & Health)



Strong cash emergence from L&S inforce book

New business contributes to future cash emergence

A. Inforce future profits already included in SII AFR and now emerging as cash

C. New business strain

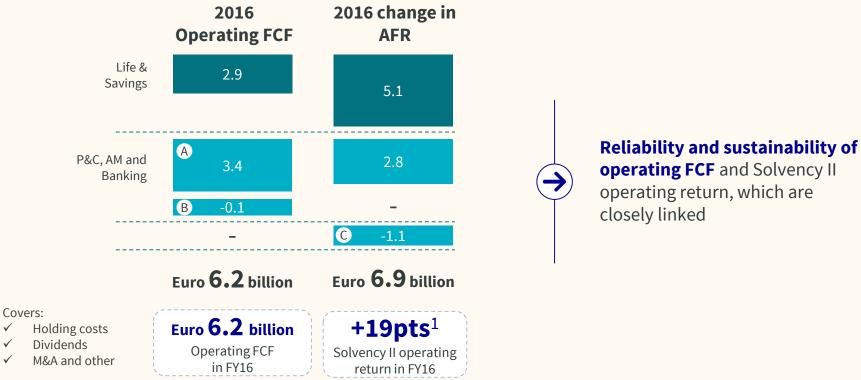
B. Release of prudential buffers and risk premiums and unwind of discount effect D. Value of new business future profits included in AFR

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Link between Operating FCF and Solvency II operating return

In Euro billion

 \checkmark



A. Including realized capital gains and favorable claims experience (Euro 0.6 billion) B. Change in P&C required capital C. Holding costs

Ambition 2020 – Confidence in delivery of targets

Group Operating Free Cash Flows In Euro billion



Cumulative 2016-2020E

Cash remitted to Group holding In Euro billion



+ Potential US IPO proceeds

Achieving these targets means:

- ✓ Reliable and attractive dividends
- ✓ Sufficient resources to **fund growth and innovation**
- ✓ US IPO proceeds to be reinvested in preferred segments and/or returned to shareholders

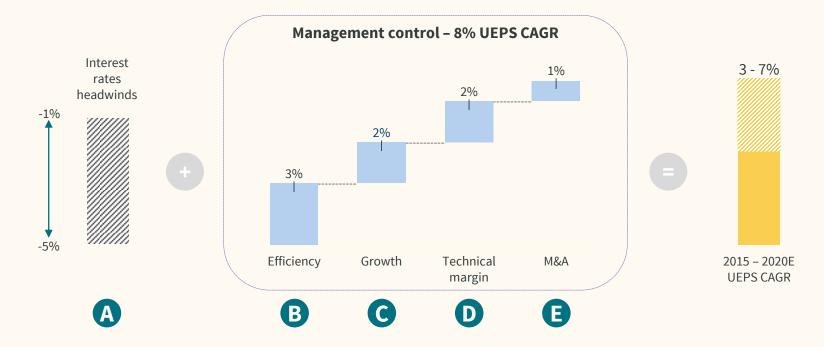


AMBITION 2020 UPDATE

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Ambition 2020 earnings growth levers

Building blocks of underlying earnings per share



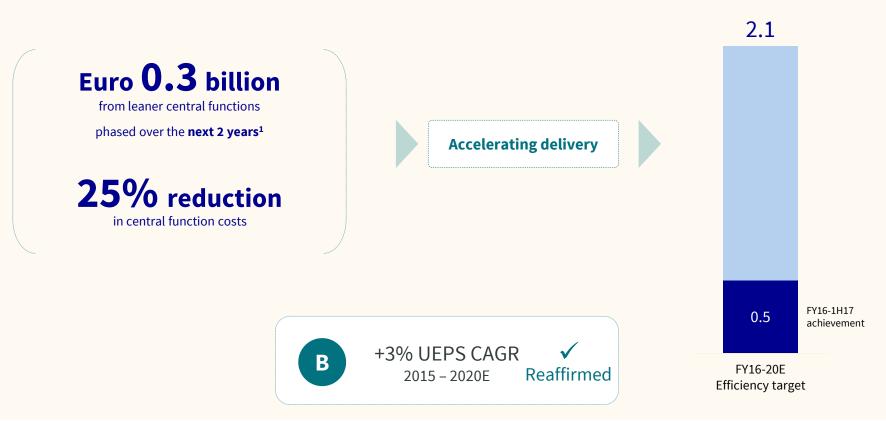
A Interest rates have increased in line with our base case

10Y German Bund



B Leaner central functions help accelerate delivery on efficiency target

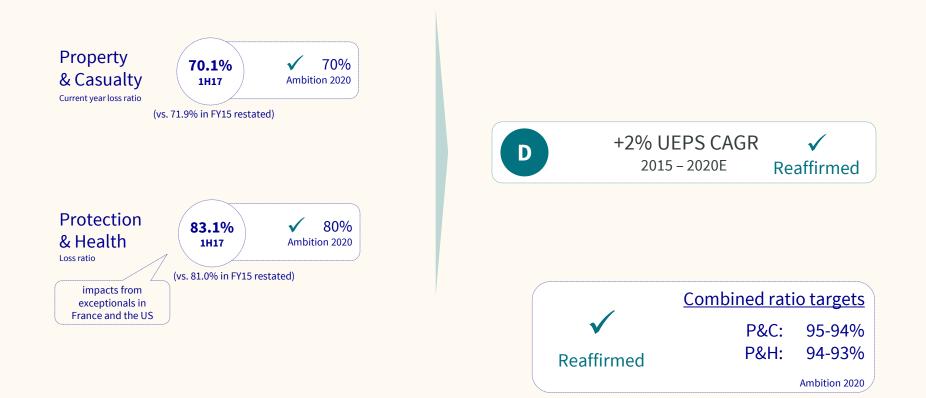
In Euro billion



C Update on contributions from growth in preferred segments



D Technical excellence successfully leading to improved profitability



UEPS growth – Well positioned for our Ambition 2020 target



Macro environment in line with our central case



Leaner central functions help accelerate delivery on efficiency target

Growth targets on track



Technical excellence successfully leading to improved profitability



Clear capital allocation strategy

+5%

UEPS growth in 1H17 vs. 1H16



3% - 7% ✓ UEPS CAGR¹ Reaffirmed





CONCLUSION

6

Vision for the future of insurance

"Empower people to live a better life."

Simplify to accelerate

Focus and Transform

- > Focus on fewer countries, with emphasis on scale and potential
- Shift our portfolio towards preferred segments to grow
- > Improve the balance between technical and financial margin
- > Simplify the organization to get closer to the customer
- > Scale innovation ecosystem to build new business models

Strong progress on Ambition 2020 targets





Thank You



APPENDICES

AXA entities classification

CURRENT ENGINES (10)		
Belgium		
France		
Germany		
Hong Kong		
Italy		
Japan		
Spain		
Switzerland		
UK & Ireland		
US and AB		

HIGH POTENTIALS (6)	
Brazil	
China	
Indonesia	
Mexico	
Philippines	
Thailand	

	SMALLER ENTITIES (26)	
Algeria	Lebanon	

Algena	Leballoli
AXA Bank Belgium	Luxembourg
Azerbaijan	Malaysia
Cameroon	Morocco
Colombia	Nigeria
CZ & Slovakia	Poland
Egypt	Russia
Gabon	Senegal
Greece	Singapore
Gulf region	South Korea
India	Tunisia
Ivory Coast	Turkey
Jordan	Ukraine

TRANSVERSAL ENTITIES (4)

AXA Corporate Solutions

AXA Investment Managers

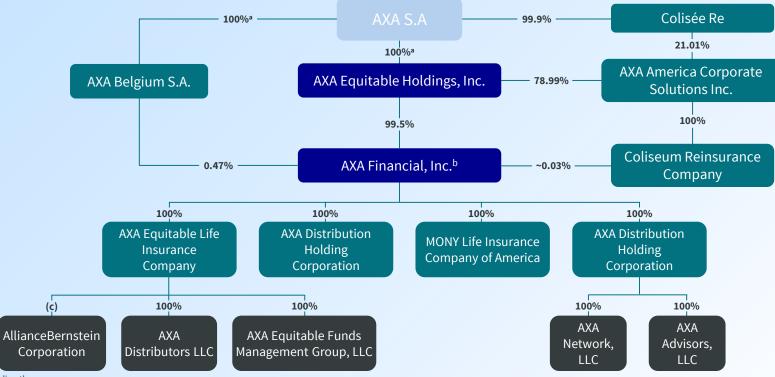
AXA Art

AXA Assistance / AXA Partners

AXA

US scope before pre-IPO restructuring transactions

FY16 simplified organizational structure



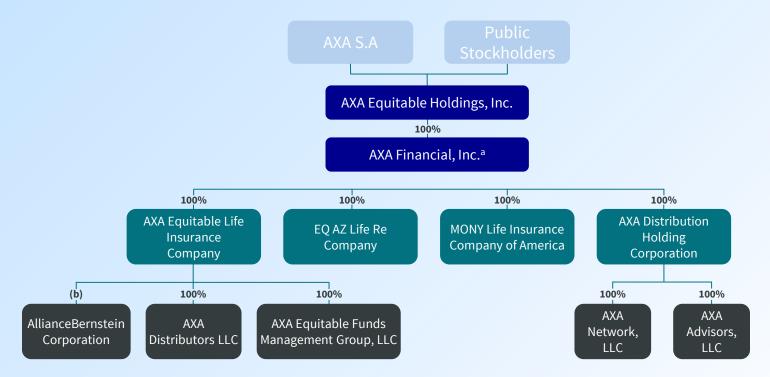
a. Directly and indirectly

b. We intend to merge AXA Financial, Inc. into AXA Equitable Holdings, Inc. after the consummation of the offering

c. As of December 31, 2016, AXA Financial, Inc. and its subsidiaries economic interest in AB was approximately 45%

Expected US scope after pre-IPO restructuring transactions

Simplified organizational structure

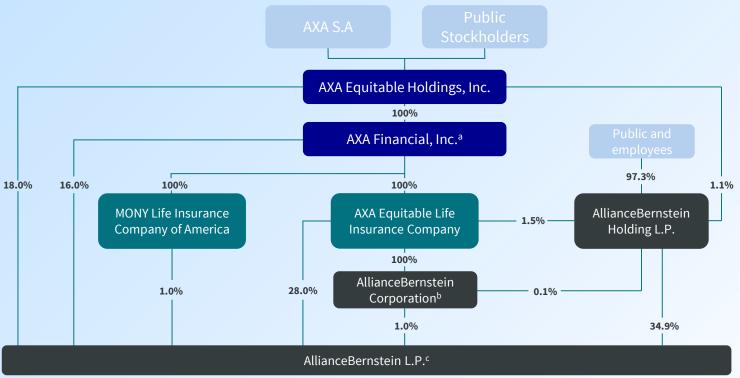


a. We intend to merge AXA Financial, Inc. into AXA Equitable Holdings, Inc. after the consummation of the offering

b. For details on our economic ownership and general partnership interest in AB, see the following chart in the next slide

Expected US scope after pre-IPO restructuring transactions

Ownership structure of AB



- a. We intend to merge AXA Financial, Inc. into AXA Equitable Holdings, Inc. after the consummation of the offering
- b. AllianceBernstein Corporation is the general partner of AB Holding and ABLP
- c. 1.1% held by unaffiliated holders

Notes (1/2)

Page 6

- 1. 1H17 underlying earnings before AXA SA and other central holding costs
- 2. In Health and P&C in Germany, in P&C Spain, Singapore, Malaysia and Mexico and in L&S Thailand and Indonesia
- 3. Source: Interbrand

Page 8

1. 1H17 underlying earnings before AXA SA and other central holding costs

Page 9

1. 1H17 gross revenues. P&C commercial lines revenues excluding health reported in P&C commercial lines.

Page 13

- 1. 1H17 underlying earnings before AXA SA and other central holding costs
- 2. Asia includes Japan, Hong Kong, China, Indonesia, Thailand and Philippines
- 3. International includes "Smaller entities", Mexico and Brazil

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1. 1H17 underlying earnings before AXA SA and other central holding costs

Page 20

1. Subject to consultation process with our social partners

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- 1. Detailed scope in appendix
- 2. FY16 Total Operating Earnings amount to USD 1.3 billion before pre-IPO restructuring transactions (AB ownership at 45%). Operating Earnings contribution from segments is computed based on Operating Earnings excluding Corporate & Other
- 3. Expected ownership as of the time of the offering and after giving effect to the pre-IPO reorganization transactions

Page 30 & 31

1. Based on assumed AB Holdings Unit price of USD 25.78 per unit

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1. Equity hedging does not include hedging of Separate Account fee income

Page 35

- 1. The estimated present value of the in-force variable annuity cash flows at a 4% discount rate, which includes the anticipated revenues net of all expenses and hedging costs, without reflecting the effect of capital and reserving requirements and the investment income on the assets backing reserve and capital and (ii) total amount of starting assets that we expect to hold for the business at the time of the consummation of this offering
- 2. US 10 year Treasury bond

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Notes (2/2)

Page 36

1. Of after tax operating earnings

Page 40

- 1. The boundaries of contracts principle set by the Solvency II rules define which future premiums expected from inforce contracts already underwritten may be included in the projection
- 2. The market value margin is the present value of the cost of future economic capital requirements for non-hedgeable risks. The MVM is a part of the market-consistent value of liabilities

Page 41

1. 2016 numbers are consistent with the Embedded Value and AFR report. For illustrative purposes we have included an estimated MVM release from inforce (ca. Euro 0.7 billion) and MVM consumption for new business (ca. Euro 0.7 billion) separately in the chart. These two amounts offset each other in the FY16 EV and AFR report and were captured in the line "Change in market value margin".

Page 42

1. Combined impacts from operating change in AFR (Euro +6.9 billion) and change in SCR (Euro +0.6 billion) in FY16

Page 46

1. Market data as of November 10, 2017

Page 47

1. Subject to social partners approval

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- 1. Based on weighted contribution of growth rates on a comparable basis in FY16 and 1H17
- 2. Commercial lines excl. Group health

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1. Underlying earnings per share compound annual growth rate

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- 1. Compound annual growth rate
- 2. Adjusted ROE: Return corresponds to adjusted earnings net of interest charges on undated debt. Equity corresponds to average shareholders' equity excluding undated debt and reserves related to change in fair value