AXA PRESS RELEASE

NEW YORK, 1 OCTOBER 2013

AXA Financial has completed the sale of the closed MONY portfolio to Protective for USD 1.06 billion

AXA today announced it had successfully completed the sale of MONY Life Insurance Company ("MONY") as well as the reinsurance of an in-force book of life insurance policies, written primarily prior to 2004 by MONY's subsidiary MONY Life Insurance Company of America ("MLOA"), to Protective Life Insurance Company ("Protective").

As announced on April 10, 2013:

- The total cash consideration is USD 1.06 billion (or ca. Euro 0.79 billion), the majority of which will be remitted to the Group;
- This transaction will have the following financial impacts: +3 points on Solvency I ratio, +4 points on Economic Solvency ratio and -1 point on debt gearing.

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ABOUT AXA FINANCIAL

AXA Financial is one of the premier U.S. organizations in financial protection and wealth management through its strong brands:

- AXA Equitable Life Insurance Company
- AXA Advisors, LLC
- AllianceBernstein, L.P
- AXA Distributors, LLC

ABOUT AXA EQUITABLE

In business since 1859, AXA Equitable Life Insurance Company (NY, NY) is a leading financial protection company and one of the nation's premier providers of <u>life insurance</u>, <u>annuity</u>, and financial products and services. The company's products and services are distributed to individuals and business owners through its retail distribution channel, AXA Advisors, LLC (member FINRA, SIPC) and to the financial services market through its wholesale distribution channel, AXA Distributors, LLC. In 2012, AXA Equitable generated Annual Premium Equivalent (APE) of Euro 1.2 billion (up 14% vs. 2011) and Life & Savings Underlying Earnings of Euro 0.5 billion (vs. Euro 0.2 billion in 2011).

Find AXA Equitable on Facebook and Twitter or visit our website at http://www.axa-equitable.com/.

AXA Equitable Media Relations (New York):

Discretion Winter: 212-314-2968 discretion.winter@axa-equitable.com

ABOUT THE AXA GROUP

The AXA Group is a worldwide leader in insurance and asset management, with 160,000 employees serving 102 million clients in 57 countries. In 2012, IFRS revenues amounted to Euro 90.1 billion and IFRS underlying earnings to Euro 4.3 billion. AXA had Euro 1,116 billion in assets under management as of December 31, 2012.

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.

THIS PRESS RELEASE IS AVAILABLE ON THE AXA GROUP WEBSITE

www.axa.com

Investor Relations: +33.1.40.75.46.85 **Individual Shareholder Relations:** Media Relations: +33.1.40.75.46.74 +33.1.40.75.46.85 Garance Wattez-Richard: +33.1.40.75.46.42 Mattieu Rouot: +33.1.40.75.48.43 Jennifer Lejeune: +33.1.40.75.39.27 Guillaume Borie: +33.1.40.75.49.98 Yael Beer-Gabel: +33.1.40.75.47.93 +33.1.40.75.55.51 Hélène Caillet: Florian Bezault: +33.1.40.75.59.17 Varvara Romanenco: +33.1.40.75.73.63

IMPORTANT LEGAL INFORMATION AND CAUTIONARY STATEMENTS CONCERNING FORWARD-LOOKING STATEMENTS

Certain statements contained herein are forward-looking statements including, but not limited to, statements that are predictions of or indicate future events, trends, plans or objectives. Undue reliance should not be placed on such statements because, by their nature, they are subject to known and unknown risks and uncertainties. Please refer to the section "Cautionary statements" in page 2 of AXA's Document de Référence for the year ended December 31, 2012, for a description of certain important factors, risks and uncertainties that may affect AXA's business. AXA undertakes no obligation to publicly update or revise any of these forward-looking statements, whether to reflect new information, future events or circumstances or otherwise.

