

**AXA Equitable Guaranteed Benefits Offer - Transaction Processing Guide (AXA ADVISOR)**  
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This guide is designed to help AXA Advisors Financial Professionals assist Accumulator contract holders who received an AXA Equitable Guaranteed Benefits Offer (“Offer”). Complete Offer details along with information on suitability, acceptance procedures and potential new investment options are included in FB 15-290.

**NEEDS ANALYSIS:**

- Help your clients determine if accepting the Offers is right for them by updating and reviewing his or her financial profile and retirement needs using the AXA Equitable Guaranteed Benefits Offer Worksheet and Acknowledgement form (“Offer Worksheet”).
- The Offer Worksheet is reviewed for suitability by a branch principal if your client consults you and accepts the offer. Client Signature on the worksheet is optional.
- Regardless of the outcome, original completed Offer Worksheets must be kept in the client’s file. Accepted Offers involving FP consultation will be identified in ProSurv and in such instances, a copy of the Offer Worksheet must be added to ProSurv by the OSJ branch office after principal review.

**Before your clients make any decisions about the Offers, they should review the complete details in the material and prospectus supplement they received via mail. Your clients are not required to accept this offer or take any action under their contract. If they do not accept this offer, their contract and the guaranteed benefits previously elected will continue unchanged.**

For More Information or if you have questions	<b>Log on to:</b>  <a href="http://www.axa.com/GMIBOffer">www.axa.com/GMIBOffer</a>	<b>Call us directly at:</b>  (888) 638-0550 Monday to Friday 8:30AM to 5:30 PM (Eastern)
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To <b>Decline</b> the Offer	No further action is required of the client <ul style="list-style-type: none"> <li>▪ If your client seeks your advice, complete the Offer Worksheet. Client signature nor principal review is required however the original should be kept in the client's file</li> </ul>	
To Accept the <b>FULL</b> Buyout Option	<input type="checkbox"/> <b>PAPER</b> <ul style="list-style-type: none"> <li>▪ Completing the applicable acceptance form</li> <li>▪ FAX the complete form to (816) 701-4960</li> <li>▪ <b>OR</b> return the completed acceptance form in the prepaid envelop provided</li> </ul> NOTE: If applicable, transfer/exchange paperwork should be submitted along with the signed acceptance form	<input type="checkbox"/> <b>ONLINE</b> <ul style="list-style-type: none"> <li>▪ Log into their account at <a href="http://www.us.axa.com">www.us.axa.com</a></li> <li>▪ Click on "Guaranteed Benefit Acceptance"</li> </ul> NOTE: Online acceptance only available for individually owned contracts or custodial owned contracts with individual annuitants
To Accept the <b>PARTIAL</b> Buyout Option	<input type="checkbox"/> <b>PAPER</b> <ul style="list-style-type: none"> <li>▪ Completing the applicable acceptance form including selecting a preferred payment method</li> <li>▪ FAX the complete form AND all applicable paperwork to (816) 701-4960</li> <li>▪ <b>OR</b> return the completed acceptance form and all applicable paperwork in the prepaid envelop provided</li> </ul> NOTE: The offer acceptance will not be processed until all required paperwork is received in good order	<input type="checkbox"/> <b>ONLINE</b> <ul style="list-style-type: none"> <li>▪ Log into their account at <a href="http://www.us.axa.com">www.us.axa.com</a></li> <li>▪ Click on "Guaranteed Benefit Acceptance"</li> <li>▪ Follow the necessary steps to completion</li> </ul> NOTE: Online acceptance only available if <ul style="list-style-type: none"> <li>▪ A contract is individually owned or if a custodial contract with an individual annuitant</li> <li>▪ The preferred payment method is "Send me a check"</li> </ul>

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<b>INTERNAL REPLACEMENTS</b>			
<p>NOTE:</p> <ul style="list-style-type: none"> <li>▪ <b>Partial Buyout Option:</b> All applicable paperwork must be submitted along with the Offer acceptance form</li> <li>▪ <b>Full Buyout Option:</b> Internal replacement paperwork may be submitted with the offer acceptance form or after offer acceptance is complete</li> </ul>	<ul style="list-style-type: none"> <li>▪ A Special Accumulator Guaranteed Benefits Offer Replacement Acknowledgement Form (“Special Offer RAF”) was created for all Offers related replacements and is attached to FB 15-290. Receipt of the standard RAFs at the service center for Offer related replacements will result in NIGO even though the form may still appear in eDOX and the SCS ADV Share Annuity e-App.</li> <li>▪ Internal replacements to Structured Capital Strategies Series C (or Series ADV) or Investment Edge Select (or Series ADV) variable annuity contract (together the “New Contracts” may be submitted via your firm’s order entry system or via paper application if permitted by your firm. These replacements do not require AXA Product Management exception</li> <li>▪ Internal replacements to other AXA Equitable products require an approved exception from AXA Product Management. Please contact the AXA Distributors Sales Desk to initiate this process. If an approved exception is received, please proceed with the applicable instructions below</li> <li>▪ If replacing multiple contracts to a single New Contract, separate Offer Worksheets and Special RAFs are required for each contract.</li> <li>▪ For replacements that include an investment advisory account, please call the AXA Distributors Sales Desk at (888) 517-9900 for guidance. ADV Contracts are only permissible if the client has a SAM account established before June 1, 2015.</li> <li>▪ It is important to note that if you are exchanging a Non-Qualified (NQ) annuity, the transaction needs to be completed as a 1035 Exchange. You must submit all applicable 1035 Exchange paperwork to our processing office to have the transaction coded correctly and to avoid a taxable situation.</li> <li>▪ Replacements to annuity contracts with guaranteed benefits will not be considered suitable (e.g. Accumulator or Retirement Cornerstone).</li> </ul>		
	<table border="1"> <tr> <td data-bbox="464 852 1207 1425"> <p><b>eAPP (Order Entry):</b> Submit the New Contract application through eApp and complete the necessary accompanying paperwork including:</p> <ul style="list-style-type: none"> <li>▪ Signed Application (required in PA)</li> <li>▪ Client Profile and RTQ</li> <li>▪ Special Offer RAF Transfer/Exchange paperwork</li> <li>▪ NAIC Replacement paperwork (if applicable)</li> </ul> <p><b>PAPER APPLICATION:</b> Submit the New Contract paper application along with any additional paperwork that is applicable including:</p> <ul style="list-style-type: none"> <li>▪ Signed Application</li> <li>▪ Client Profile and RTQ</li> <li>▪ Special Offer RAF Transfer/Exchange paperwork</li> <li>▪ NAIC Replacement paperwork (if applicable)</li> </ul> </td> <td data-bbox="1207 852 1967 1425"> <ul style="list-style-type: none"> <li>▪ Full Buyout Option only: Paperwork for internal replacement must be signed within 30 days of the Offer expiration date, and received at out processing center within ten days of the signature date to qualify for new business compensation.</li> <li>▪ Offer acceptance must be completed before the New Contract can be funded</li> <li>▪ <b>CWC Waiver:</b> <ul style="list-style-type: none"> <li>○ Full Buyout Option: Applicable withdrawal charges will be waived on full or partial surrenders. The CWC waiver expires 30 days after the offer expiration date.</li> <li>○ Partial Buyout Option: Applicable withdrawal charges will be waived at time of offer acceptance</li> </ul> </li> </ul> </td> </tr> </table>	<p><b>eAPP (Order Entry):</b> Submit the New Contract application through eApp and complete the necessary accompanying paperwork including:</p> <ul style="list-style-type: none"> <li>▪ Signed Application (required in PA)</li> <li>▪ Client Profile and RTQ</li> <li>▪ Special Offer RAF Transfer/Exchange paperwork</li> <li>▪ NAIC Replacement paperwork (if applicable)</li> </ul> <p><b>PAPER APPLICATION:</b> Submit the New Contract paper application along with any additional paperwork that is applicable including:</p> <ul style="list-style-type: none"> <li>▪ Signed Application</li> <li>▪ Client Profile and RTQ</li> <li>▪ Special Offer RAF Transfer/Exchange paperwork</li> <li>▪ NAIC Replacement paperwork (if applicable)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Full Buyout Option only: Paperwork for internal replacement must be signed within 30 days of the Offer expiration date, and received at out processing center within ten days of the signature date to qualify for new business compensation.</li> <li>▪ Offer acceptance must be completed before the New Contract can be funded</li> <li>▪ <b>CWC Waiver:</b> <ul style="list-style-type: none"> <li>○ Full Buyout Option: Applicable withdrawal charges will be waived on full or partial surrenders. The CWC waiver expires 30 days after the offer expiration date.</li> <li>○ Partial Buyout Option: Applicable withdrawal charges will be waived at time of offer acceptance</li> </ul> </li> </ul>
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<b>EXTERNAL REPLACEMENTS – via AXA Network</b>		
<p>NOTE:</p> <ul style="list-style-type: none"> <li>▪ <b>Partial Buyout Option:</b> All applicable paperwork <b>must</b> be submitted along with the Offer acceptance form</li> <li>▪ <b>Full Buyout Option:</b> Transfer paperwork may be submitted with the offer acceptance form or after offer acceptance is complete</li> </ul>	<ul style="list-style-type: none"> <li>▪ Contact the AXA Network/Crump Annuity Sales Desk at (800) 237-0049 Ext: 7961 for details regarding available carriers and products and any specific requirements</li> <li>▪ The Special Offer RAF is required</li> <li>▪ Replacements to C Share products do not require an exception approval</li> <li>▪ As a reminder the complete package of new business forms, including Exchange and Transfer forms, for non-proprietary business must be submitted to AXA Network/Crump, 425 Crums Mill Road, Harrisburg, PA 17112 and must not be submitted directly to the carrier</li> <li>▪ AXA Equitable transfer forms can be obtained by entering the appropriate catalog number in the Search field on the home page at <a href="http://www.us.axa.com">www.us.axa.com</a> <ul style="list-style-type: none"> <li>○ Cat # 130063: Transfer/Rollover Assets or 1035 Exchange to another Carrier</li> <li>○ Cat # 150172: Outbound Partial 1035 Exchange Direct Transfer or Amounts from Non-Qualified Deferred Annuity Contracts</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ All current AXA Advisor policies and procedures regarding external replacements apply with the exception of C Share products. See FB 08-282 for details.</li> <li>▪ Replacements to another guaranteed benefit product will not be approved</li> <li>▪ Requests to transfer out proceeds will be delayed if the Outbound Transfer form is not completed and signed by the replacing carrier.</li> </ul>
<p><b>Brokerage / Advisory Accounts</b></p>	<ul style="list-style-type: none"> <li>▪ A brokerage or advisory account of the same registration must be opened by the client</li> <li>▪ Complete the Account Transfer from F2-AXA found in the Forms section of Resource Center on BranchNet</li> <li>▪ A brokerage Transaction Acknowledgement Form (TAF) is required for transfers to brokerage accounts involving mutual funds or UITs and the Special RAF is advisory accounts.</li> <li>▪ NQ replacements with SCS or Investment ADV as the New Contract must be entered in e-App as a “1035 Exchange non-cash’ ticket. All new business paperwork must be sent to Retirement Service Solutions to ensure that it is processed properly to avoid potential taxable consequences</li> </ul>	<ul style="list-style-type: none"> <li>▪ All current AXA Advisor policies and procedures regarding external replacements apply with the exception of C Share products. See FB 08-282 for details.</li> <li>▪ Transfers from non-qualified Accumulator contracts to brokerage accounts may result in tax consequences and should be discussed with the client.</li> <li>▪ Replacements to SCS or Investment Edge ADV contracts are only permitted if the client’s SAM account was established before June 1, 2015.</li> </ul>

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Annuities are issued by AXA Equitable Life Insurance Company (AXA Equitable) and by various unaffiliated carriers through AXA Network, LLC and its subsidiaries. Co-distributed by AXA Distributors LLC and AXA Advisors LLC (members FINRA, SIPC). AXA Equitable, AXA Network, AXA Distributors and AXA Advisors are affiliated companies. An investment in a variable annuity involves investment risk, including possible loss of principal. Withdrawals from annuities are subject to normal income tax treatment and if taken prior to 59 ½, may be subject to an additional 10% federal income tax penalty. Withdrawals may also be subject to a contractual withdrawal charge. All guarantees are based on the claims-paying ability of AXA Equitable.

Your clients should carefully consider the investment objectives, risks, charges, and expenses of variable annuities as stipulated in the prospectus, before investing. For a prospectus containing this and other information, please call the Sales Desk at (888) 517-9900. Please encourage your clients to read it carefully before investing or sending money.

"AXA" is the brand name of AXA Equitable Financial Services, LLC and its family of companies, including AXA Equitable Life Insurance Company (NY, NY), AXA Advisors, LLC and AXA Distributors, LLC. AXA S.A. is a French holding company for a group of international insurance and financial services companies, including AXA Equitable Financial Services, LLC. The obligations of AXA Equitable Life Insurance Company are backed solely by claims-paying ability.