



Contribution by AXA Financial to AXA International Financial Reporting Standards (“IFRS”) Results Financial Supplement

Six Months 2010

For questions and concerns regarding this financial supplement please contact:
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TABLE OF CONTENTS

HIGHLIGHTS.....	2 - 12
AXA FINANCIAL OPERATIONS	
Assets Under Management.....	13
Consolidating Balance Sheets.....	14
Non-Subordinated and Subordinated Debt.....	18
Consolidating Income Statements - Management Format.....	19
FINANCIAL ADVISORY/INSURANCE (LIFE & SAVINGS - US)	
Financial Advisory/Insurance Consolidating Income Statements - Management Format.....	20
Financial Advisory/Insurance - Analysis of Net Revenues.....	21
Financial Advisory/Insurance Sales - Total	22
Financial Advisory/Insurance Sales - First Year.....	23
Consolidated Product Sales	24
Financial Advisory/Insurance - Deferred Policy Acquisition Costs.....	25
Financial Advisory/Insurance - Future Policy Benefits and Policyholders' Account Balances	27
Financial Advisory/Insurance - GMDB/GMIB Reserves.....	30
Underlying Investment Results by Asset Category Annualized Yields.....	31
Analysis of General Account Invested Assets.....	33
INVESTMENT MANAGEMENT (ASSET MANAGEMENT - ALLIANCEBERNSTEIN)	
Investment Management Statement of Contribution to AXA IFRS Underlying Earnings.....	34
AllianceBernstein - Assets Under Management Reconciliation.....	35
AllianceBernstein - Assets Under Management By Category.....	36

CONTRIBUTION BY AXA FINANCIAL TO AXA IFRS EARNINGS

AXA prepares its consolidated financial statements in accordance with International Financial Reporting Standards ("IFRS"). All segment and earnings results reflected within this document are presented in accordance with IFRS and are in US\$ unless otherwise stated.

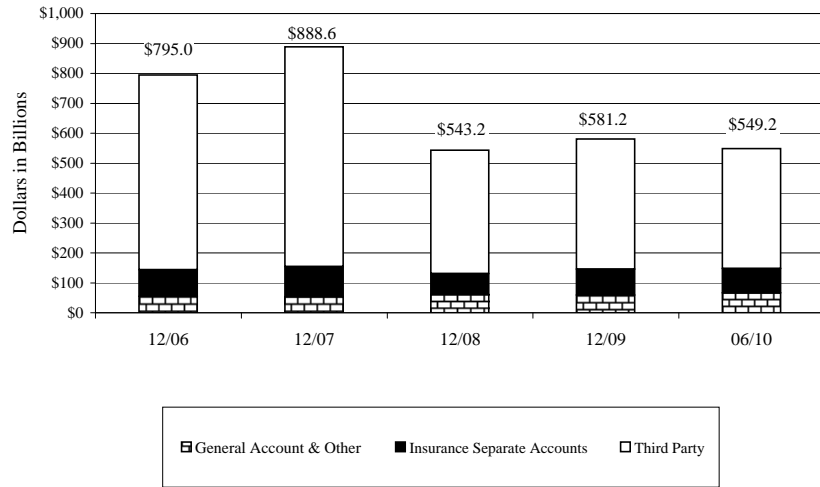
Underlying earnings are adjusted earnings, excluding net capital gains attributable to shareholders. Adjusted earnings represent net income before the impact of exceptional operations, goodwill and related intangibles amortization/impairments, and profit or loss on financial assets under the fair value option and derivatives.

After-tax Contribution to AXA IFRS Underlying Earnings, Adjusted Earnings and Net Earnings by Segment

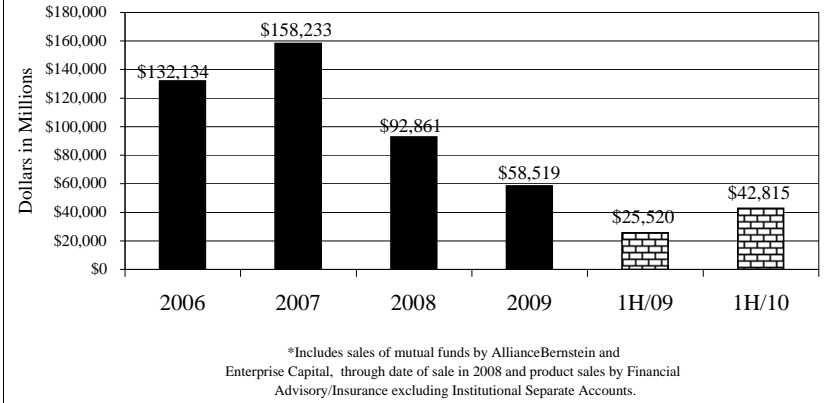
	June 30, 2010				June 30, 2009			
	Financial Advisory/ Insurance (Life & Savings - US)	Investment Management (Asset Management - AllianceBernstein)	AXF Holding Company	Total	Financial Advisory/ Insurance (Life & Savings - US)	Investment Management (Asset Management - AllianceBernstein)	AXF Holding Company	Total
(In US\$ millions, except lines 8,9 & 10)								
1 Contribution to AXA IFRS underlying earnings	\$304.7	\$94.8	(\$107.9)	\$291.6	\$362.1	\$126.7	(\$79.9)	\$408.9
2 Realized capital gains (losses) attributable to shareholders net of DAC, VOBA and policyholder rights	(33.6)	-	-	(33.6)	21.4	-	-	21.4
3 Contribution to AXA IFRS adjusted earnings	\$271.1	\$94.8	(\$107.9)	\$258.0	\$383.5	\$126.7	(\$79.9)	\$430.3
4 Amortization of acquisition related intangible assets	(0.7)	-	-	(0.7)	(0.7)	-	-	(0.7)
5 Profit or loss on financial assets (under fair value option) and derivatives	175.1	(9.2)	(84.9)	81.0	(558.0)	6.6	6.2	(545.2)
6 Exceptional operations:								
- tax on sale of AllianceBernstein units	-	-	-	-	-	(10.8)	-	(10.8)
- gain on transfer of AllianceBernstein cash management business, group share	-	2.4	-	2.4	-	4.5	-	4.5
7 Contribution to AXA IFRS Net Earnings	\$445.5	\$88.0	(\$192.8)	\$340.7	(\$175.2)	\$127.0	(\$73.7)	(\$121.9)
8 Contribution to AXA IFRS underlying earnings in Euros	EURO 229	EURO 71	(EURO 81)	EURO 219	EURO 271	EURO 95	(EURO 60)	EURO 306
9 Contribution to AXA IFRS adjusted earnings in Euros	EURO 204	EURO 71	(EURO 81)	EURO 194	EURO 287	EURO 95	(EURO 60)	EURO 322
10 Contribution to AXA IFRS Net Earnings, Group Share in Euros	EURO 336	EURO 66	(EURO 145)	EURO 257	(EURO 131)	EURO 95	(EURO 55)	(EURO 91)

	June 30, 2010		June 30, 2009	
	Average	End of Period	Average	End of Period
11 US\$/EURO EXCHANGE RATES	0.753	0.816	0.749	0.712

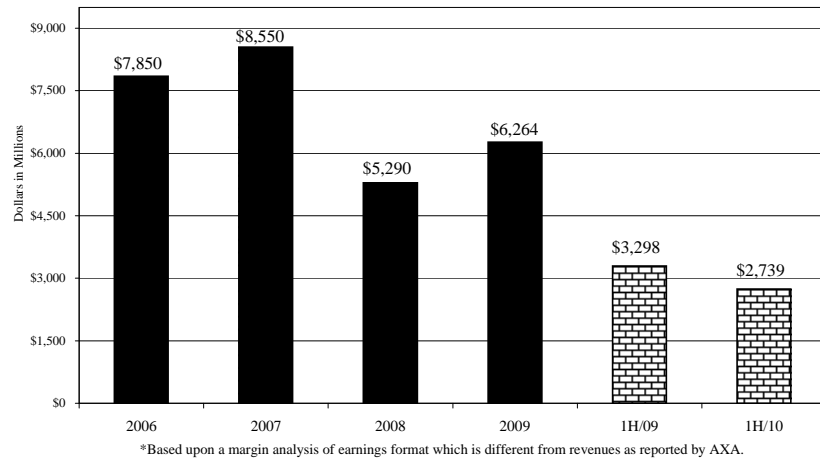
Assets Under Management



Consolidated Product Sales*



Consolidated Net Revenues*



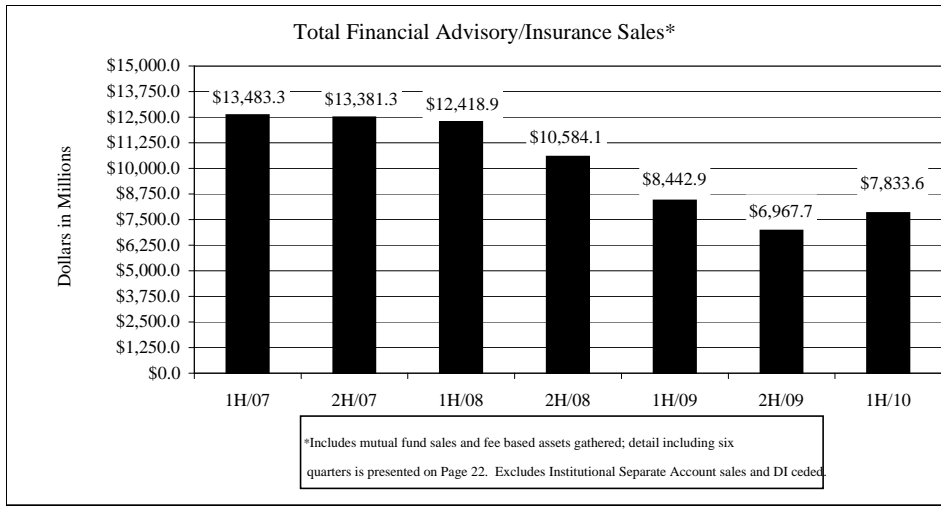
AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE

IFRS Underlying After-Tax Earnings - Contribution by Product Line

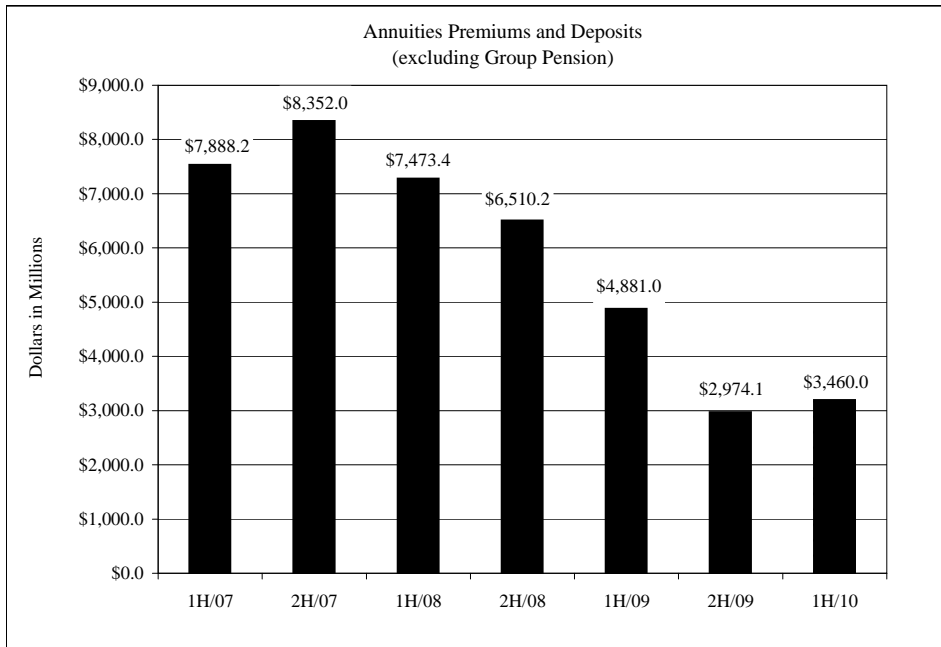
<i>US\$ in Millions</i>	<i>June 30</i>	
	<i>2010</i>	<i>2009</i>
1 Traditional Life (pg. 20 ln 17)	\$12.0	\$24.0
2 Var. & Int. Sens. Life (pg. 20 ln 17)	86.8	35.9
3 Annuities (pg. 20 ln 17)	175.4	270.6
4 Other (pg. 20 ln 17)	30.5	31.6
5 Total Insurance (pg. 20 ln 17)	\$304.7	\$362.1

Total Sales by Distribution Channel

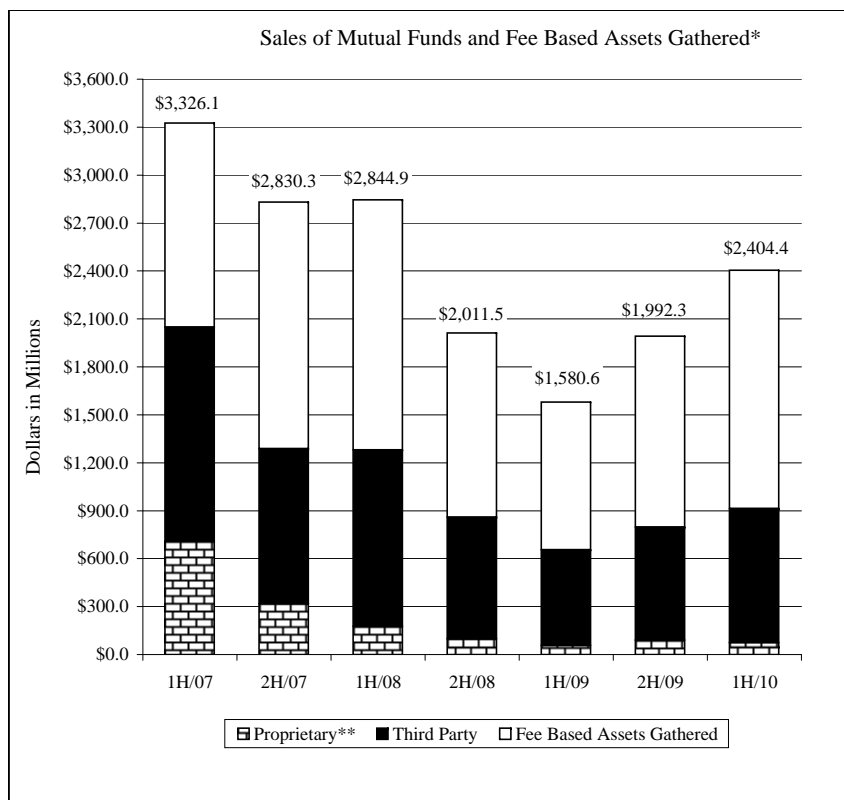
<i>US\$ in Millions</i>	<i>June 30</i>	
	<i>2010</i>	<i>2009</i>
6 Annuities (excl. Group Pensions) (pg. 22, ln 7 & 8)	\$2,499.2	\$2,789.9
7 Group Pension (pg. 22, ln 9)	164.5	164.6
8 Subtotal	2,663.7	2,954.5
9 Mutual funds & fee based assets gathered (pg. 22, ln 16)	2,404.4	1,580.6
10 Life (pg. 22, ln 6)	1,286.4	1,315.8
11 Other (pg. 22, ln 10 & 11)	123.4	120.4
12 Total retail (pg. 22, ln 17)	6,477.9	5,971.3
13 Variable annuities - financial planners (pg. 22, ln 18)	330.6	964.2
14 Variable annuities - financial institutions (pg. 22, ln 19)	312.6	526.6
15 Variable annuities - broker/dealers (pg. 22, ln 20)	269.8	596.3
16 Fixed annuities (pg. 22, ln 22)	47.8	4.0
17 Mutual funds & fee based assets gathered (pg. 22, ln 30)	-	-
18 Life (pg. 22, ln 28 & 29)	394.9	380.5
19 Total wholesale (pg. 22, ln 31)	1,355.7	2,471.6
20 Total Sales (pg. 22, ln 39)	7,833.6	8,442.9
21 Institutional Separate Accounts	249.5	121.3
22 DI ceded and other	49.1	51.8
23 Total AXA Basis Sales	8,132.2	8,616.0
24 Less: Mutual funds & fee based assets gathered (pg. 22, ln 38)	(2,404.4)	(1,580.6)
25 AXA Basis Gross Premiums	5,727.8	7,035.4
26 Other fee revenues	529.9	418.2
27 AXA Basis Gross Revenues	\$6,257.7	\$7,453.6



	% Change	\$ Change
1H/10 over 1H/09	-7.2%	(609.3)



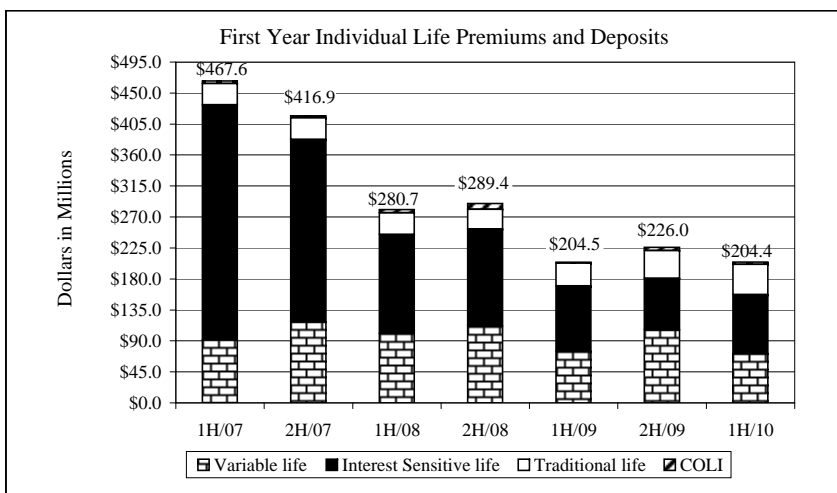
	% Change	\$ Change
1H/10 over 1H/09	-29.1%	(1,421.0)



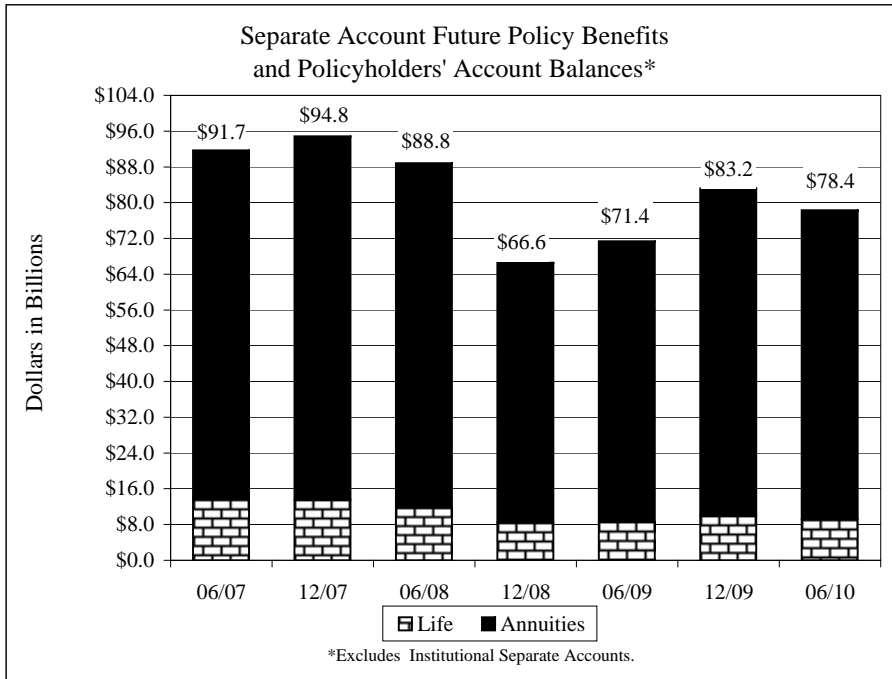
	% Change	\$ Change
Proprietary**		
1H/10 over 1H/09	33.3%	18.6
Third party		
1H/10 over 1H/09	40.2%	240.6
Fee based assets gathered		
1H/10 over 1H/09	60.9%	564.6
Total		
1H/10 over 1H/09	52.1%	823.8

*Includes mutual funds sold through brokerage accounts and gross assets gathered in fee based accounts. Detail including six quarters is presented on page 22.

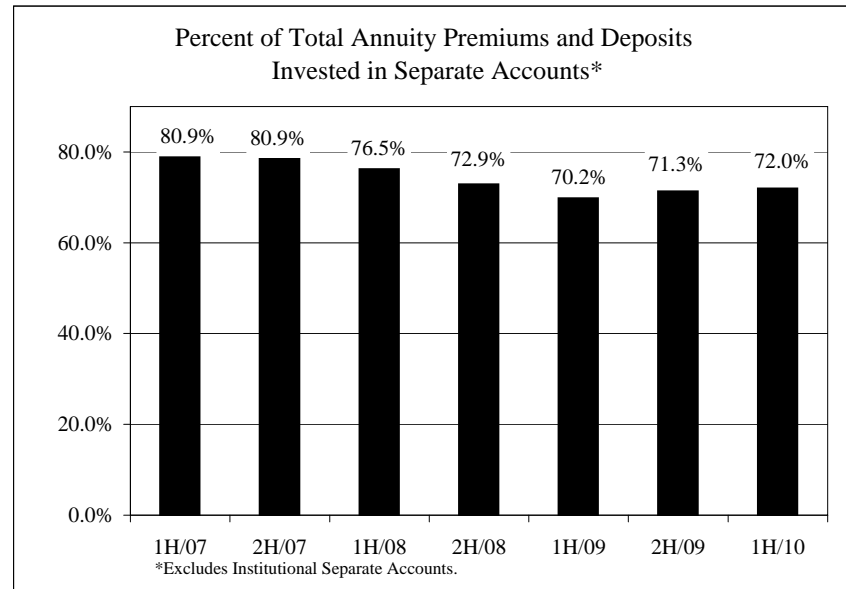
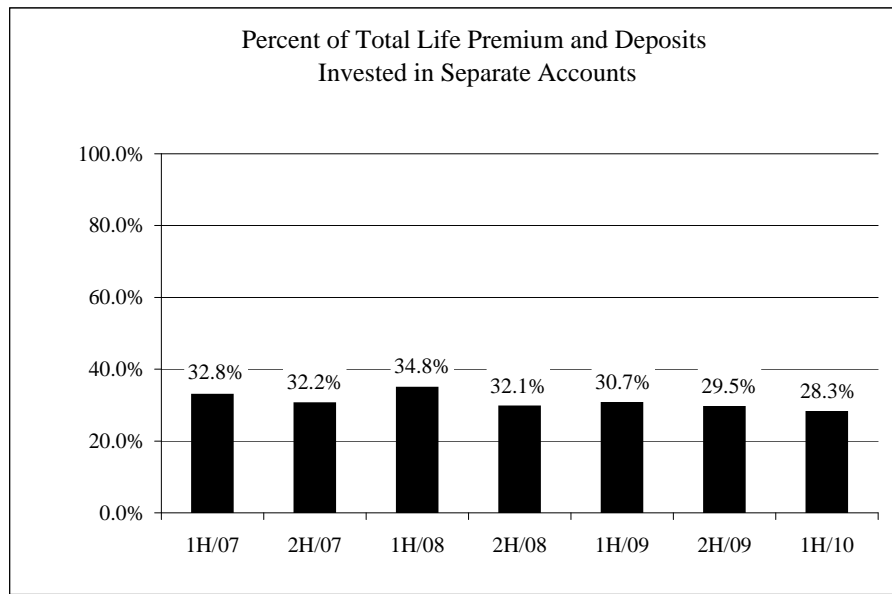
**Proprietary includes AllianceBernstein and Enterprise/AXA Equitable managed mutual funds (only up to the date of transfer to Goldman Sachs in June 2007).



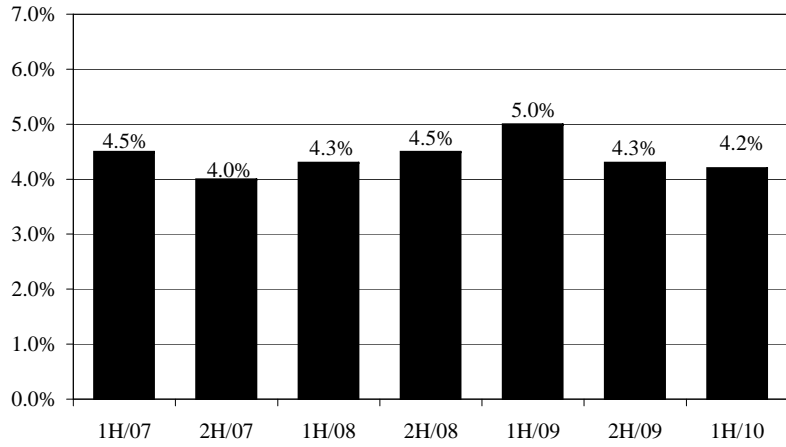
	% Change	\$ Change
Variable life		
1H/10 over 1H/09	-4.0%	(3.0)
Interest sensitive life		
1H/10 over 1H/09	-10.4%	(9.9)
Traditional life		
1H/10 over 1H/09	32.5%	10.9
COLI		
1H/10 over 1H/09	158.3%	1.9
Total		
1H/10 over 1H/09	0.0%	(0.1)



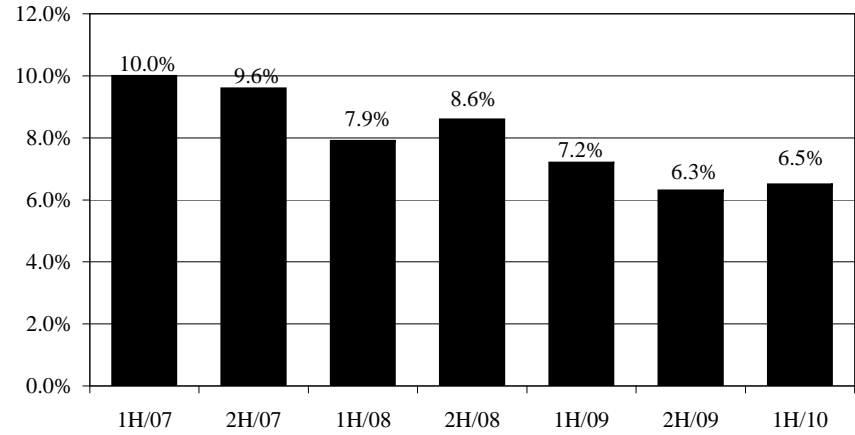
	<u>% Change</u>
Life	
06'10 over 06'09	6.0%
Annuities	
06'10 over 06'09	10.3%
Total	
06'10 over 06'09	9.8%



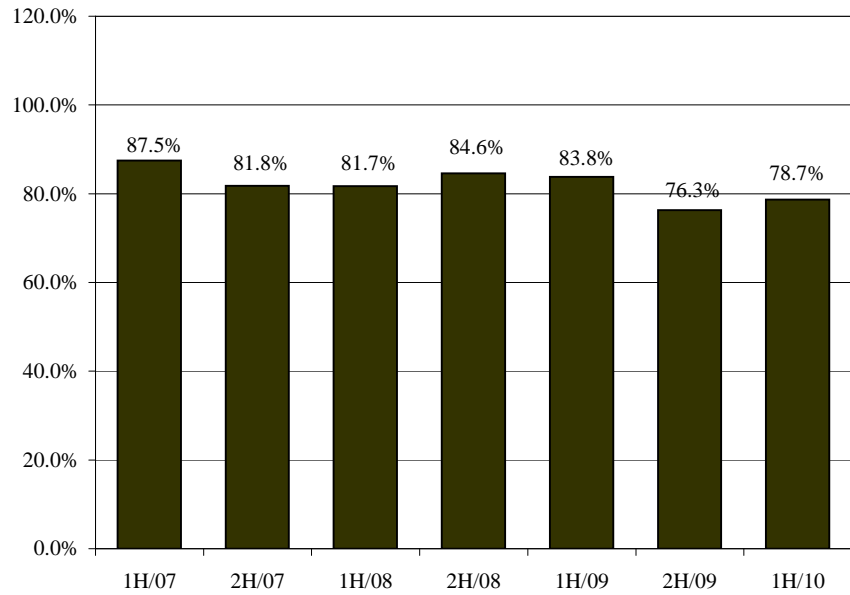
Individual Life Surrender Rates (Annualized)



Annuities Surrender Rates (Annualized)

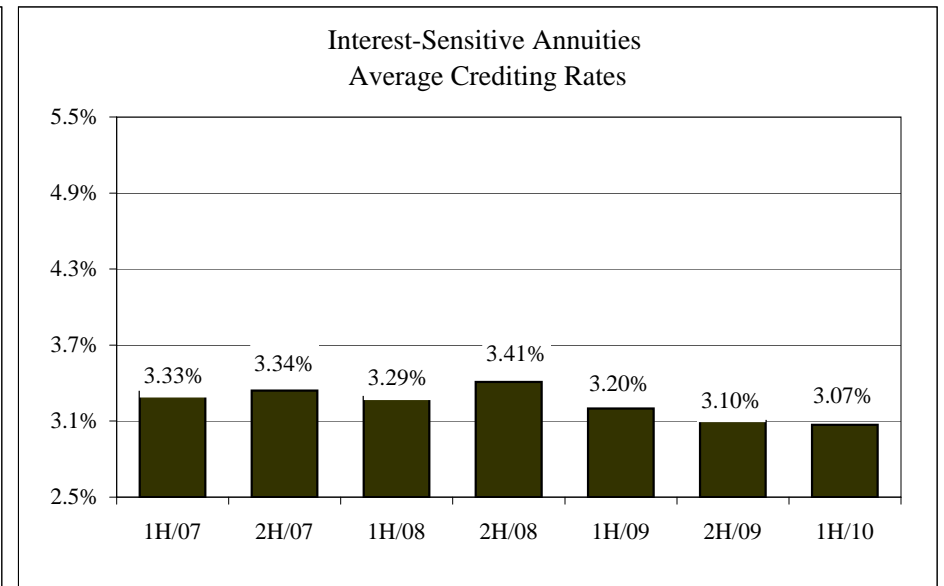
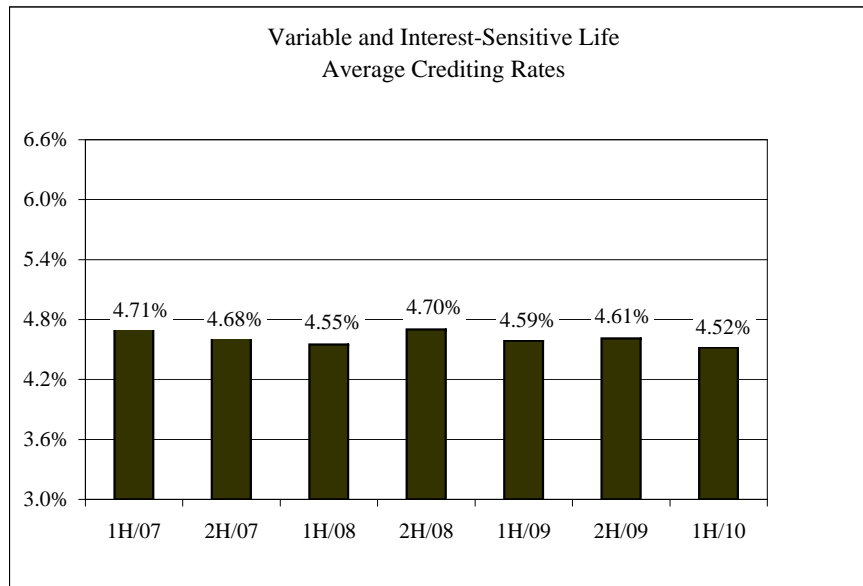


Individual Life Insurance Mortality Compared to "Benchmark" ⁽¹⁾



⁽¹⁾ Benchmark life Insurance mortality is based upon AXA Equitable experience from 1993 to 1997.

HIGHLIGHTS



**Financial Advisory/Insurance
Net Underlying Earnings Margin Ratio**

1 Underlying revenues (pg. 20 ln 4)*

2 Expenses including DAC/VOBA (pg. 20 ln 14)

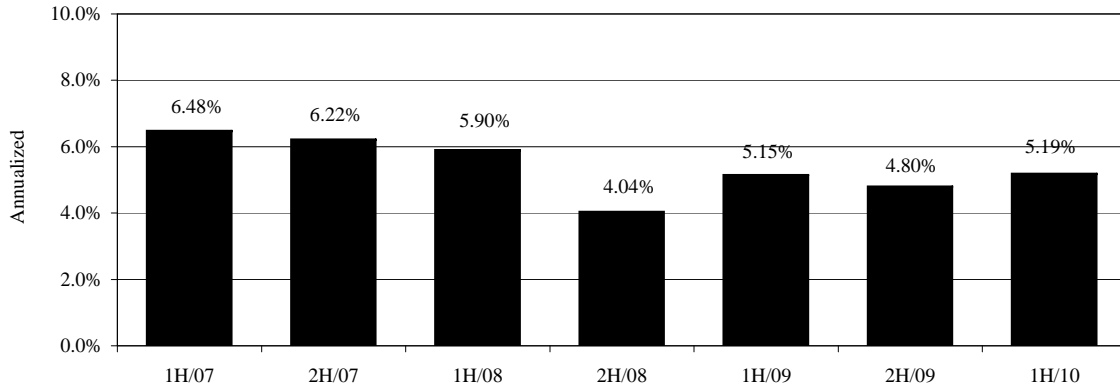
3 **AXA Group Underlying Earnings Cost Income Ratio
including DAC and unearned revenue reserve (ln 2 /ln 1)**

4 Net underlying earnings margin ratio(100% - ln 3)

	<i>June 30</i>	
	<u>2010</u>	<u>2009</u>
	\$1,316.2	\$1,726.9
	\$883.3	\$1,238.3
	67%	72%
	33%	28%

* Based upon a margin analysis of earnings format which is different from the gross revenues as reported by AXA.

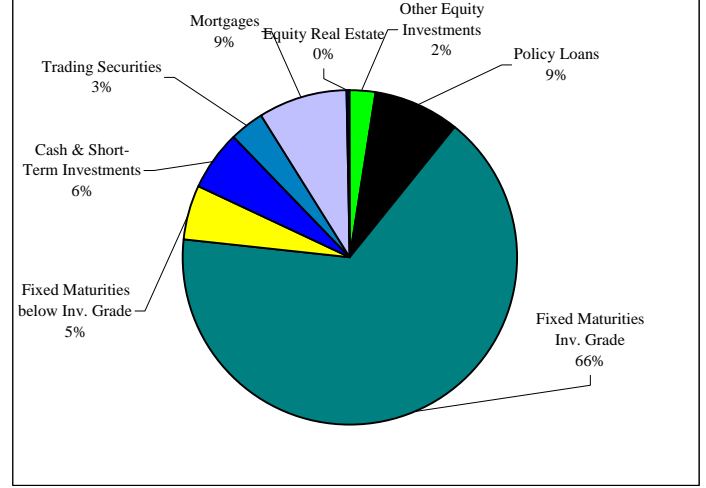
General Account (Total Company) - Investment Results
Yield, Net of Investment Fees



Includes investment gains (losses)

\$7.6 \$(76.1) \$(45.6) \$(426.1) \$80.0 \$(98.5) \$(65.1)

Portfolio Composition by Asset Class of the General Account
(Total Company) As of June, 2010



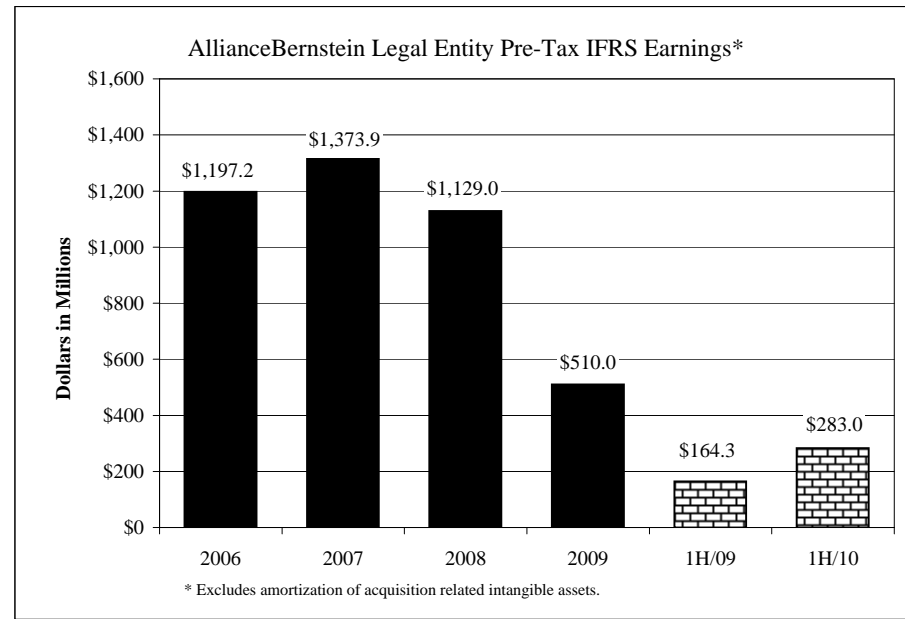
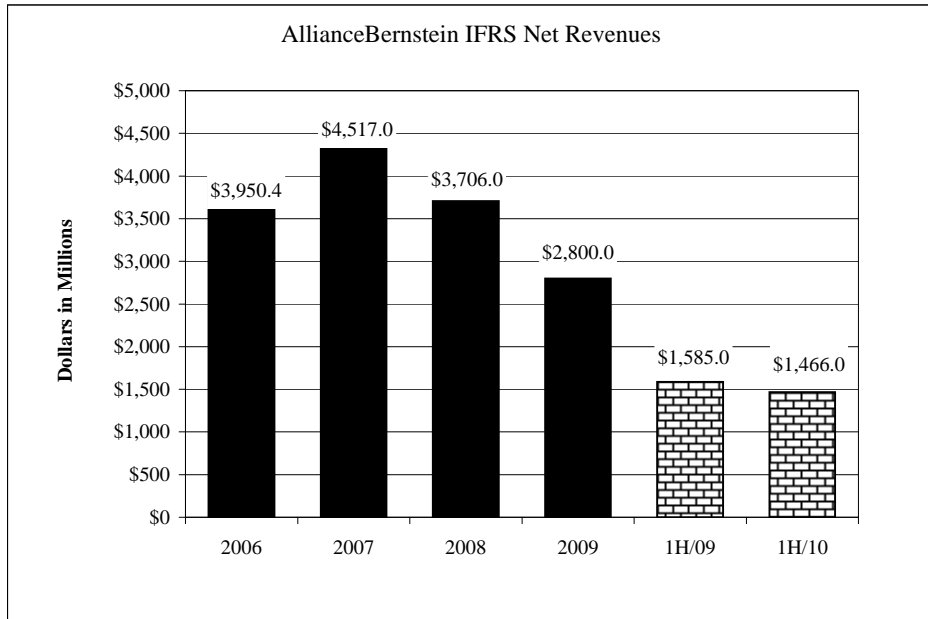
INVESTMENT MANAGEMENT

Reconciliation from AllianceBernstein Underlying Earnings to Contribution to AXA IFRS Underlying Earnings

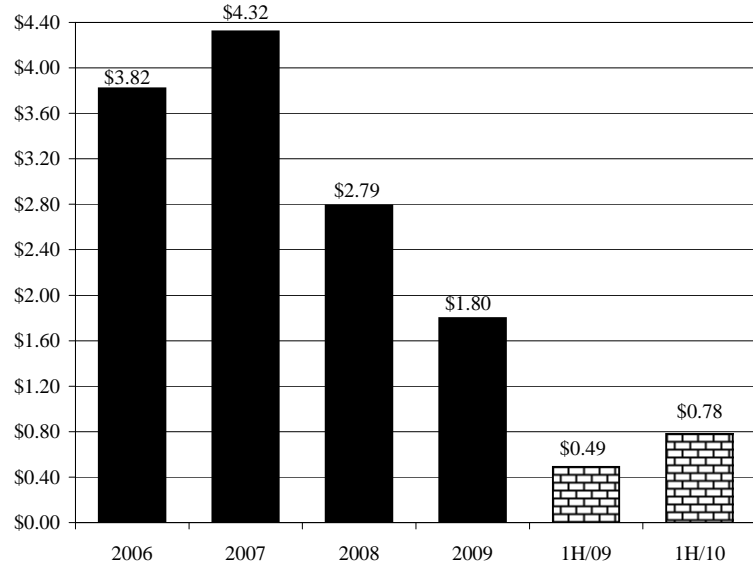
(Dollars in Millions)

1	AllianceBernstein Legal Entity IFRS Net Income Before Amortization of Intangible Assets <i>(pg. 34, ln 9)</i>
3	Minority interest <i>(pg. 34, ln 12)</i>
4	Other, primarily income taxes <i>(pg. 34, ln 18)</i>
5	Contribution to AXA IFRS Underlying Earnings <i>(pg. 34, ln 19)</i>

<i>June 30</i>	
<u>2010</u>	<u>2009</u>
\$250.4	\$142.3
(97.4)	(52.8)
(58.2)	37.2
<u>\$94.8</u>	<u>\$126.7</u>

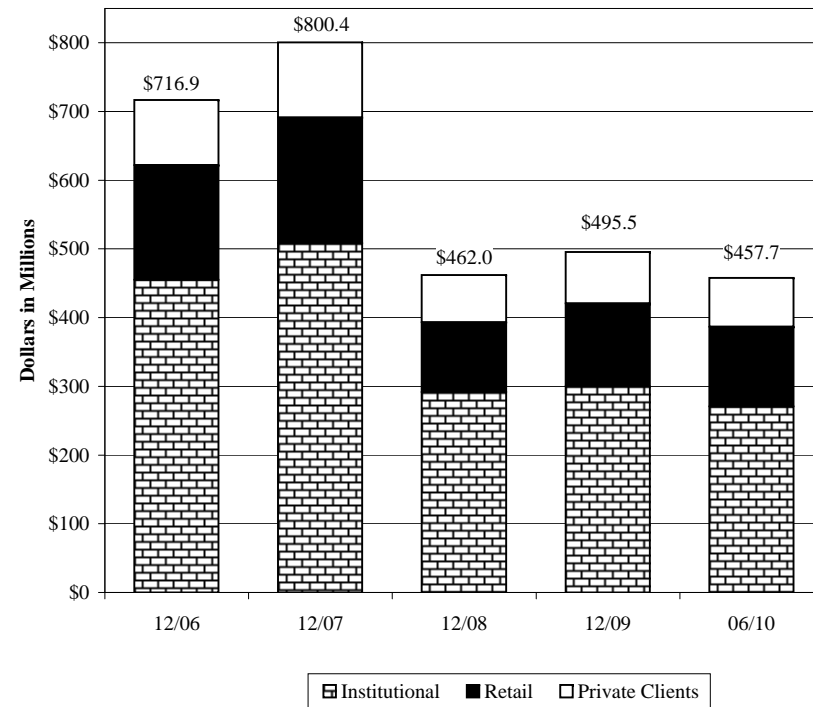


AllianceBernstein Holding - Operating Earnings per Unit *



* Operating earnings are before minority interests and allocation of corporate overhead, and amortization of intangible assets.

AllianceBernstein - Assets Under Management



AXA FINANCIAL, INC.
ASSETS UNDER MANAGEMENT

<i>Unaudited (Dollars in Millions)</i>	<i>June 30</i>		<i>December 31</i>
	<i>2010</i>	<i>2009</i>	<i>2009</i>
TOTAL ASSETS BY MANAGER			
<i>ALLIANCEBERNSTEIN</i>			
1 AXAEQ/MONY General Account and the Holding Company	35,795	\$35,959	33,909
2 AXAEQ/MONY Separate Accounts - EQAT & VIP	17,607	13,383	22,964
3 AXAEQ/MONY Separate Accounts - other	2,710	2,779	2,782
4 Third Party	401,591	394,830	435,847
5 Total AllianceBernstein (pg. 35, In 9)	457,703	446,951	495,502
<i>AXA EQUITABLE /MONY</i>			
6 General Account (non - AllianceBernstein)	30,549	22,066	25,282
7 Separate Accounts - EQAT & VIP (non - AllianceBernstein)	57,550	56,568	57,039
8 Separate Accounts - Other	3,352	1,716	3,367
9 Total AXA Equitable/ MONY	91,451	80,350	85,688
<i>TOTAL</i>			
10 AllianceBernstein	457,703	446,951	495,502
11 AXA Equitable/MONY	91,451	80,350	85,688
12 Total Assets Under Management	\$549,154	\$527,301	\$581,190
TOTAL ASSETS BY ACCOUNT			
13 Total General Account & the Holding Company	\$66,344	\$58,025	\$59,191
14 Insurance Separate Accounts	81,219	74,446	86,152
15 Third Party	401,591	394,830	435,847
16 Total Assets Under Management	\$549,154	\$527,301	\$581,190

	% Change
06/10 over 12/09	-5.5%

AXA FINANCIAL, INC.
CONSOLIDATING BALANCE SHEET
IFRS Basis

June 30, 2010

Unaudited (Dollars in Millions)

	<i>Life and Savings</i>	<i>Asset Management</i>	<i>Holding Company</i>	<i>Consolidated</i>
ASSETS				
1 Goodwill	\$ 3,506.6 ⁽¹⁾	\$ 5,192.9	\$ -	\$ 8,699.5
2 Intangible assets	581.6	55.3	-	636.9
Value of business acquired	417.7	-	-	417.7
Other intangible assets	163.9 ⁽²⁾	55.3	-	219.2
3 Real estate	109.0	-	408.9	517.9
4 Fixed maturities	44,218.1	41.0	-	44,259.1
5 Equity investments	1,448.1	681.5	-	2,129.6
6 Mortgage, policy and other loans	10,342.1	-	-	10,342.1
7 Total investments from insurance activities	56,117.3	722.5	408.9	57,248.7
8 Separate Account assets	81,231.5	-	-	81,231.5
9 Reinsurers' share of insurance liabilities	4,899.7	-	-	4,899.7
10 Receivables from insurance and reinsurance activities	1,038.2	-	-	1,038.2
11 Receivables from non-insurance activities	-	2,105.5	-	2,105.5
12 Cash and equivalents	6,106.3	697.3	140.0	6,943.6
13 Other assets *	728.3	(165.7)	(4,407.1)	(3,844.5)
14 Deferred acquisition costs	10,140.9	-	-	10,140.9
15 Other prepayments and deferred charges	822.0	224.6	320.1	1,366.7
16 Total	104,966.9	2,861.7	(3,947.0)	103,881.6
17 Total Assets	\$ 165,172.4	\$ 8,832.4	\$ (3,538.1)	\$ 170,466.7

* Includes certain AXA Group consolidation/elimination adjustments not usually recorded at the AXA Financial level.

(1) Includes \$267.8 of goodwill related to MONY acquisition.

(2) Includes \$12.2 of intangible assets related to MONY acquisition.

AXA FINANCIAL, INC.
CONSOLIDATING BALANCE SHEET (continued)

IFRS Basis

<i>June 30, 2010</i>	<i>Life and</i>	<i>Asset</i>	<i>Holding</i>	
<i>Unaudited (Dollars in Millions)</i>	<i>Savings</i>	<i>Management</i>	<i>Company</i>	<i>Consolidated</i>
1 Total minority interest and shareholders' equity	\$ 16,654.9	\$ 5,621.0	\$ (4,880.2)	\$ 17,395.7
2 Subordinated debt <i>(pg 18, ln 3)</i>	201.8	-	-	201.8
3 Insurance liabilities, gross of reinsurance	59,368.1	-	-	59,368.1
4 Separate account liabilities, gross of reinsurance	81,231.5	-	-	81,231.5
5 Provisions for risks and charges	4,098.4	232.1	40.1	4,370.6
6 Payables arising from insurance and reinsurance activities	1,234.7	-	-	1,234.7
7 Payables arising from non-insurance activities	1,635.2	2,198.6	125.4	3,959.2
8 Non-subordinated debt instruments issued <i>(pg 18, ln 11)</i>	-	79.0	1,128.3	1,207.3
9 Amounts owed to credit institutions	201.5	-	-	201.5
10 Accrued expenses and other liabilities	546.3	701.7	48.3	1,296.3
11 Total liabilities	<u>148,517.5</u>	<u>3,211.4</u>	<u>1,342.1</u>	<u>153,071.0</u>
12 Total Liabilities, Minority Interest, and Shareholders' Equity	<u>\$ 165,172.4</u>	<u>\$ 8,832.4</u>	<u>\$ (3,538.1)</u>	<u>\$ 170,466.7</u>

AXA FINANCIAL, INC.
CONSOLIDATING BALANCE SHEET
IFRS Basis

December 31, 2009

Unaudited (Dollars in Millions)

	<i>Life and Savings</i>	<i>Asset Management</i>	<i>Holding Company</i>	<i>Consolidated</i>
ASSETS				
1 Goodwill	\$ 3,506.4 ⁽¹⁾	\$ 5,192.9	\$ -	\$ 8,699.3
2 Intangible assets	617.7	63.5	-	681.2
Value of business acquired	448.8	-	-	448.8
Other intangible assets	168.9 ⁽²⁾	63.5	-	232.4
3 Real estate	98.5	-	416.4	514.9
4 Fixed maturities	42,063.0	125.9	2.0	42,190.9
5 Equity investments	1,413.8	626.1	-	2,039.9
6 Mortgage, policy and other loans	10,427.1	-	-	10,427.1
7 Total investments from insurance activities	54,002.4	752.0	418.4	55,172.8
8 Separate Account assets	86,129.2	-	-	86,129.2
9 Reinsurers' share of insurance liabilities	4,687.6	-	-	4,687.6
10 Receivables from insurance and reinsurance activities	690.6	-	-	690.6
11 Receivables from non-insurance activities	-	2,080.7	-	2,080.7
12 Cash and equivalents	2,185.5	642.9	210.2	3,038.6
13 Other assets *	1,606.0	(103.4)	(4,004.4)	(2,501.8)
14 Deferred acquisition costs	10,093.6	-	-	10,093.6
15 Other prepayments and deferred charges	836.9	205.5	83.0	1,125.4
16 Total	106,229.4	2,825.7	(3,711.2)	105,343.9
17 Total Assets	\$ 164,355.9	\$ 8,834.1	\$ (3,292.8)	\$ 169,897.2

* Includes certain AXA Group consolidation/elimination adjustments not usually recorded at the AXA Financial level.

(1) Includes \$267.8 of goodwill related to MONY acquisition.

(2) Includes \$13.4 of intangible assets related to MONY acquisition.

AXA FINANCIAL, INC.
CONSOLIDATING BALANCE SHEET (continued)

IFRS Basis

<i>December 31, 2009</i>	<i>Life and</i>	<i>Asset</i>	<i>Holding</i>	
<i>Unaudited (Dollars in Millions)</i>	<i>Savings</i>	<i>Management</i>	<i>Company</i>	<i>Consolidated</i>
1 Total minority interest and shareholders' equity	\$ 15,646.8	\$ 5,813.7	\$ (4,626.8)	\$ 16,833.7
2 Subordinated debt (<i>pg 18, ln 3</i>)	201.8	-	-	201.8
3 Insurance liabilities, gross of reinsurance	55,330.7	-	-	55,330.7
4 Separate account liabilities, gross of reinsurance	86,129.2	-	-	86,129.2
5 Provisions for risks and charges	3,587.6	139.7	38.2	3,765.5
6 Payables arising from insurance and reinsurance activities	1,247.9	-	-	1,247.9
7 Payables arising from non-insurance activities	1,393.2	2,075.8	122.5	3,591.5
8 Non-subordinated debt instruments issued (<i>pg 18, ln 11</i>)	-	249.0	1,130.6	1,379.6
9 Amounts owed to credit institutions	194.0	-	-	194.0
10 Accrued expenses and other liabilities	624.7	555.9	42.7	1,223.3
11 Total liabilities	<u>148,709.1</u>	<u>3,020.4</u>	<u>1,334.0</u>	<u>153,063.5</u>
12 Total Liabilities, Minority Interest, and Shareholders' Equity	<u>\$ 164,355.9</u>	<u>\$ 8,834.1</u>	<u>\$ (3,292.8)</u>	<u>\$ 169,897.2</u>

AXA FINANCIAL, INC.
NON-SUBORDINATED AND SUBORDINATED DEBT
IFRS Basis

Unaudited (Dollars in Millions)

June 30, 2010

December 31, 2009

SUBORDINATED DEBT

Life and Savings

1	Surplus Notes, 7.70% due 2015	\$	199.9	\$	199.9
2	Surplus Notes, 11.25% due 2024		1.9		1.9
3	Total subordinated debt (pg 15 & 17, ln 2)		<u>201.8</u>		<u>201.8</u>

NON-SUBORDINATED DEBT INSTRUMENTS ISSUED

Asset Management - AllianceBernstein

4	Short-term borrowings		79.0		249.0
5	Subtotal		<u>79.0</u>		<u>249.0</u>

Holding Company

6	Commercial Paper		299.9		0.0
7	Senior Notes, 7.75% due 2010		480.0		479.8
8	Senior Notes, 8.35% due 2010		0.0		302.4
9	Senior Debentures, 7.0%, due 2028		348.4		348.4
10	Subtotal		<u>1,128.3</u>		<u>1,130.6</u>

11	Total non-subordinated debt instruments issued (pg 15 & 17, ln 8)		<u>1,207.3</u>		<u>1,379.6</u>
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12	TOTAL DEBT	\$	<u>1,409.1</u>	\$	<u>1,581.4</u>
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AXA FINANCIAL, INC.
CONSOLIDATING INCOME STATEMENTS - MANAGEMENT FORMAT
IFRS UNDERLYING EARNINGS

<i>Unaudited (Dollars in Millions)</i>	<i>June 30, 2010</i>				<i>June 30, 2009</i>			
	<i>Financial</i>	<i>Investment</i>	<i>AXF</i>	<i>Total</i>	<i>Financial</i>	<i>Investment</i>	<i>AXF</i>	<i>Total</i>
	<i>Advisory/ Insurance</i>	<i>Management</i>	<i>Holding Company</i>		<i>Advisory/ Insurance</i>	<i>Management</i>	<i>Holding Company</i>	
REVENUES								
1 Underlying Investment margin	\$335.1	(\$35.9)	\$0.0	\$299.2	\$303.5	(\$2.3)	\$0.0	\$301.2
2 Fees and revenues	1,168.7	1,459.1	0.0	2,627.8	999.7	1,573.7	0.0	2,573.4
3 Net technical margin	(187.6)	0.0	0.0	(187.6)	423.7	0.0	0.0	423.7
4 Net Revenues (1)	1,316.2	1,423.2	0.0	2,739.4	1,726.9	1,571.4	0.0	3,298.3
EXPENSES								
5 Total expenses	883.3	1,160.7	161.4	2,205.4	1,238.3	1,430.8	117.3	2,786.4
6 Minority interest	0.0	107.6	0.0	107.6	0.0	60.9	0.0	60.9
7 PRE-TAX UNDERLYING EARNINGS	432.9	154.9	(161.4)	426.4	488.6	79.7	(117.3)	451.0
8 Income taxes	128.2	60.1	(53.5)	134.8	126.5	(47.0)	(37.4)	42.1
9 CONTRIBUTION TO UNDERLYING EARNINGS	\$304.7	\$94.8	(\$107.9)	\$291.6	\$362.1	\$126.7	(\$79.9)	\$408.9

(1) Based upon a margin analysis of earnings format which is different from the gross revenues as reported by AXA.

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
CONSOLIDATING INCOME STATEMENTS - MANAGEMENT FORMAT

<i>For the six months ended</i>	<i>June 30</i>		<i>June 30</i>		<i>June 30</i>		<i>June 30</i>		<i>June 30</i>	
	<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>
<i>Unaudited (Dollars in Millions)</i>	<i>Traditional Life</i>		<i>Var. & Int Sens Life</i>		<i>Annuities</i>		<i>Other</i>		<i>Total</i>	
1 Underlying investment margin (pg. 21, ln 3)	\$18.0	\$32.8	\$33.4	\$6.6	\$271.7	\$256.0	\$12.0	\$8.1	\$335.1	\$303.5
2 Fees and revenues (pg. 21, ln 7)	38.9	35.1	145.7	197.7	826.4	634.3	157.7	132.6	1,168.7	999.7
3 Net technical margin (pg. 21, ln 11)	123.2	112.2	177.7	249.6	(503.3)	36.2	14.8	25.7	(187.6)	423.7
4 Net revenues	180.1	180.1	356.8	453.9	594.8	926.5	184.5	166.4	1,316.2	1,726.9
5 First year commissions	42.3	29.7	52.0	68.1	120.9	191.4	78.5	67.5	293.7	356.7
6 Renewal commissions	6.1	7.5	23.9	25.4	109.8	72.1	23.1	20.7	162.9	125.7
7 DAC capitalization	(42.8)	(30.7)	(52.7)	(64.7)	(126.4)	(195.2)	0.0	(0.0)	(221.9)	(290.6)
8 Net commissions	5.6	6.5	23.2	28.8	104.3	68.3	101.6	88.2	234.7	191.8
9 Compensation & other expenses	132.0	122.0	169.6	170.9	370.0	427.7	38.9	35.2	710.5	755.8
10 DAC capitalization	(30.0)	(25.2)	(56.2)	(56.9)	(146.7)	(171.9)	0.0	(0.1)	(232.9)	(254.1)
11 Net expenses	102.0	96.8	113.4	114.0	223.3	255.8	38.9	35.1	477.6	501.7
12 Amortization of DAC - underlying results	37.1	36.8	79.3	258.3	11.2	230.0	0.6	0.6	128.2	525.7
13 Amortization of VOBA - underlying results	18.4	7.6	17.6	4.3	6.8	7.2	0.0	0.0	42.8	19.1
14 Total expenses	163.1	147.7	233.5	405.4	345.6	561.3	141.1	123.9	883.3	1,238.3
15 Pre-tax IFRS underlying earnings	17.0	32.4	123.3	48.5	249.2	365.2	43.4	42.5	432.9	488.6
16 Federal income taxes on underlying earnings	5.0	8.4	36.5	12.6	73.8	94.6	12.9	10.9	128.2	126.5
17 After-tax IFRS underlying earnings	12.0	24.0	86.8	35.9	175.4	270.6	30.5	31.6	304.7	362.1
Post tax adjustments:										
18 Investment gains/losses	(19.8)	22.5	(2.9)	(0.8)	(18.9)	29.1	(0.7)	0.3	(42.3)	51.1
19 Amortization of DAC - investment gains/(losses)	0.8	(5.1)	0.5	(0.5)	2.2	(5.0)	0.0	(0.1)	3.5	(10.7)
20 Amortization of VOBA - investment gains/(losses)	0.3	(0.4)	0.0	0.4	0.2	0.1	0.0	0.9	0.5	1.0
21 Capital Gains Pass-Through	4.7	(19.7)	0.0	0.0	0.0	0.1	0.0	(0.4)	4.7	(20.0)
22 After-tax IFRS Adjusted Earnings	(\$2.0)	\$21.3	\$84.4	\$35.0	\$158.9	\$294.9	\$29.8	\$32.3	\$271.1	\$383.5

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
ANALYSIS OF NET REVENUES

<i>For the six months ended</i>		<i>June 30</i>		<i>June 30</i>		<i>June 30</i>		<i>June 30</i>		<i>June 30</i>	
		<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>	<i>2010</i>	<i>2009</i>
<i>Unaudited (Dollars in Millions)</i>		<i>Traditional Life</i>		<i>Var. & Int Sens Life</i>		<i>Annuities</i>		<i>Other</i>		<i>Total</i>	
Investment Margin:											
1	Net investment income	\$486.0	\$500.2	\$264.2	\$236.7	\$611.0	\$638.6	\$20.7	\$17.0	\$1,381.9	\$1,392.5
2	Interest credited	(468.0)	(467.4)	(230.8)	(230.1)	(339.3)	(382.6)	(8.7)	(8.9)	(1,046.8)	(1,089.0)
3	Total	18.0	32.8	33.4	6.6	271.7	256.0	12.0	8.1	335.1	303.5
Fees and Revenues:											
4	Separate account based	0.0	0.0	58.8	44.9	802.0	611.7	0.0	(0.3)	860.8	656.3
5	Contractual charges	38.9	35.1	86.9	152.8	24.8	22.6	12.3	10.4	162.9	220.9
6	Mutual fund and other product sales	0.0	0.0	0.0	0.0	(0.4)	0.0	145.4	122.5	145.0	122.5
7	Total	38.9	35.1	145.7	197.7	826.4	634.3	157.7	132.6	1,168.7	999.7
Net Technical Margin:											
8	Mortality/morbidity spread	84.5	73.2	159.8	227.2	(513.6)	37.5	15.3	17.9	(254.0)	355.8
9	Surrender spread	18.9	21.7	18.1	28.4	30.9	31.6	0.1	0.2	68.0	81.9
10	Other benefits, charges & credits	19.8	17.3	(0.2)	(6.0)	(20.6)	(32.9)	(0.6)	7.6	(1.6)	(14.0)
11	Total	123.2	112.2	177.7	249.6	(503.3)	36.2	14.8	25.7	(187.6)	423.7
12	Net Revenues	\$180.1	\$180.1	\$356.8	\$453.9	\$594.8	\$926.5	\$184.5	\$166.4	\$1,316.2	\$1,726.9

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE SALES - TOTAL

		2009					2010			
Unaudited (Dollars in Millions)		Q1 2009	Q2 2009	1H 2009	Q 3 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	1H 2010
Retail										
<i>Life:</i>										
1	Traditional Life	\$266.3	\$266.6	\$532.9	\$251.1	\$286.1	\$1,070.1	\$263.0	\$261.6	\$524.6
2	Variable life	270.0	260.8	530.8	250.3	272.4	1,053.5	266.2	254.1	520.3
3	Interest sensitive life	110.2	104.0	214.2	122.5	115.0	451.7	106.4	115.5	221.9
4	Total life excluding COLI	646.5	631.4	1,277.9	623.9	673.5	2,575.3	635.6	631.2	1,266.8
5	COLI	14.6	23.3	37.9	10.9	11.5	60.3	10.9	8.7	19.6
6	Total Life	661.1	654.7	1,315.8	634.8	685.0	2,635.6	646.5	639.9	1,286.4
<i>Annuities(1):</i>										
7	Variable annuities	1,480.8	1,284.1	2,764.9	978.9	1,148.4	4,892.2	1,180.0	1,267.6	2,447.6
8	Fixed annuities	9.7	15.3	25.0	22.8	20.8	68.6	20.3	31.3	51.6
9	Group Pensions	75.5	89.1	164.6	78.6	71.7	314.9	92.0	72.5	164.5
<i>Other:</i>										
10	Reinsurance assumed	48.5	35.9	84.4	41.1	42.1	167.6	46.3	41.4	87.7
11	Health and Group Life	18.2	17.8	36.0	17.7	16.5	70.2	18.3	17.4	35.7
12	Total Insurance (3)	2,293.8	2,096.9	4,390.7	1,773.9	1,984.5	8,149.1	2,003.4	2,070.1	4,073.5
<i>Mutual Funds and fee based assets gathered(2):</i>										
13	Proprietary mutual funds (incl. Alliance)	24.8	31.0	55.8	34.1	55.6	145.5	40.9	33.5	74.4
14	Third party mutual funds	263.2	334.9	598.1	325.6	381.3	1,305.0	411.1	427.6	838.7
15	Fee based assets gathered	395.9	530.8	926.7	567.0	628.7	2,122.4	674.2	817.1	1,491.3
16	Total mutual funds and fee based assets gathered	683.9	896.7	1,580.6	926.7	1,065.6	3,572.9	1,126.2	1,278.2	2,404.4
17	Total Retail Channel	\$2,977.7	\$2,993.6	\$5,971.3	\$2,700.6	\$3,050.1	\$11,722.0	\$3,129.6	\$3,348.3	\$6,477.9
Wholesale										
<i>Annuities:</i>										
<i>Variable annuities:</i>										
18	Financial planners	\$672.4	\$291.8	\$964.2	\$138.9	\$163.3	\$1,266.4	\$142.2	\$188.4	\$330.6
19	Financial institutions	315.9	210.7	526.6	110.3	124.0	760.9	132.0	180.6	312.6
20	Broker/dealers	451.9	144.4	596.3	104.1	127.3	827.7	126.5	143.3	269.8
21	Total Variable Annuities	1,440.2	646.9	2,087.1	353.3	414.6	2,855.0	400.7	512.3	913.0
22	Fixed annuities	2.6	1.4	4.0	14.5	20.8	39.3	18.8	29.0	47.8
<i>Life:</i>										
23	Traditional life	69.5	72.0	141.5	72.5	79.4	293.4	75.4	79.8	155.2
24	Variable life	4.4	15.2	19.6	10.9	21.5	52.0	5.7	9.6	15.3
25	Interest sensitive life	114.1	103.1	217.2	109.8	117.4	444.4	112.2	110.4	222.6
26	Total life excluding COLI	188.0	190.3	378.3	193.2	218.3	789.8	193.3	199.8	393.1
27	COLI	0.6	0.5	1.1	0.6	0.8	2.5	0.7	0.2	0.9
28	Total Life	188.6	190.8	379.4	193.8	219.1	792.3	194.0	200.0	394.0
29	Other	0.7	0.4	1.1	0.4	0.5	2.0	0.5	0.4	0.9
30	Total mutual funds and fee based assets gathered	-	-	-	-	-	-	-	-	-
31	Total Wholesale Channel	\$1,632.1	\$839.5	\$2,471.6	\$562.0	\$655.0	\$3,688.6	\$614.0	\$741.7	\$1,355.7
Retail & Wholesale										
32	Life	\$849.7	\$845.5	\$1,695.2	\$828.6	\$904.1	\$3,427.9	\$840.5	\$839.9	\$1,680.4
33	Variable annuities	2,921.0	1,931.0	4,852.0	1,332.2	1,563.0	7,747.2	1,580.7	1,779.9	3,360.6
34	Fixed annuities	12.3	16.7	29.0	37.3	41.6	107.9	39.1	60.3	99.4
35	Group Pensions	75.5	89.1	164.6	78.6	71.7	314.9	92.0	72.5	164.5
36	Total annuities	3,008.8	2,036.8	5,045.6	1,448.1	1,676.3	8,170.0	1,711.8	1,912.7	3,624.5
37	Other	67.4	54.1	121.5	59.2	59.1	239.8	65.1	59.2	124.3
38	Mutual funds and fee based assets gathered	683.9	896.7	1,580.6	926.7	1,065.6	3,572.9	1,126.2	1,278.2	2,404.4
39	Total Sales	\$4,609.8	\$3,833.1	\$8,442.9	\$3,262.6	\$3,705.1	\$15,410.6	\$3,743.6	\$4,090.0	\$7,833.6

(1) Annuities are presented net of internal conversions.

(2) Includes sales through brokerage accounts and gross assets gathered through fee based accounts.

(3) Excludes Institutional Separate Accounts and DI ceded

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE SALES - FIRST YEAR

Unaudited (Dollars in Millions)

		2009					2010			
		Q1 2009	Q2 2009	1H 2009	Q3 2009	Q4 2009	Total 2009	Q1 2010	Q2 2010	1H 2010
Retail										
<i>Life:</i>										
1	Traditional Life	\$9.8	\$9.1	\$18.9	\$9.3	\$9.9	\$38.1	\$10.1	\$8.5	\$18.6
2	Variable life	32.9	25.9	58.8	32.0	45.7	136.5	30.9	29.2	60.1
3	Interest sensitive life	32.0	21.4	53.4	19.4	27.4	100.2	24.2	31.2	55.4
4	Total life excluding COLI	74.7	56.4	131.1	60.7	83.0	274.8	65.2	68.9	134.1
5	COLI	0.2	1.0	1.2	1.3	3.0	5.5	1.7	1.3	3.0
6	Total Life	74.9	57.4	132.3	62.0	86.0	280.3	66.9	70.2	137.1
<i>Annuities(1):</i>										
7	Variable annuities	1,023.4	805.5	1,828.9	598.6	663.2	3,090.7	683.4	744.7	1,428.1
8	Fixed annuities	7.8	13.4	21.2	16.4	14.3	51.9	13.6	25.0	38.6
<i>Other:</i>										
9	Reinsurance assumed	0.4	1.0	1.4	0.5	0.2	2.1	0.3	-	0.3
10	Health and Group Life	0.5	0.7	1.2	0.5	0.1	1.8	0.3	1.1	1.4
11	Total Insurance(3)	1,107.0	878.0	1,985.0	678.0	763.8	3,426.8	764.5	841.0	1,605.5
<i>Mutual Funds and fee based assets gathered(2):</i>										
12	Proprietary mutual funds (incl. Alliance)	24.8	31.0	55.8	34.1	55.6	145.5	40.9	33.5	74.4
13	Third party mutual funds	263.2	334.9	598.1	325.6	381.3	1,305.0	411.1	427.6	838.7
14	Fee based assets gathered	395.9	530.8	926.7	567.0	628.7	2,122.4	674.2	817.1	1,491.3
15	Total mutual funds and fee based assets gathered	683.9	896.7	1,580.6	926.7	1,065.6	3,572.9	1,126.2	1,278.2	2,404.4
16	Total Retail Channel	\$1,790.9	\$1,774.7	\$3,565.6	\$1,604.7	\$1,829.4	\$6,999.7	\$1,890.7	\$2,119.2	\$4,009.9
Wholesale										
<i>Annuities:</i>										
<i>Variable annuities:</i>										
17	Financial planners	\$653.0	\$265.0	\$918.0	\$109.5	\$125.3	\$1,152.8	\$92.6	\$133.5	\$226.1
18	Financial institutions	303.7	193.8	497.5	92.3	106.3	696.1	110.5	158.9	269.4
19	Broker/dealers	430.9	119.1	550.0	75.1	90.4	715.5	83.8	102.3	186.1
20	Total Variable Annuities	1,387.6	577.9	1,965.5	276.9	322.0	2,564.4	286.9	394.7	681.6
21	Fixed annuities	2.5	1.5	4.0	4.4	11.4	19.8	10.6	21.5	32.1
<i>Life:</i>										
22	Traditional life	6.7	7.9	14.6	9.2	12.3	36.1	13.2	12.6	25.8
23	Variable life	2.6	13.4	16.0	8.5	20.0	44.5	3.9	7.8	11.7
24	Interest sensitive life	27.6	14.0	41.6	13.6	14.1	69.3	13.8	15.9	29.7
25	Total life excluding COLI	36.9	35.3	72.2	31.3	46.4	149.9	30.9	36.3	67.2
26	COLI	-	-	-	0.2	0.1	0.3	0.1	-	0.1
27	Total Life	36.9	35.3	72.2	31.5	46.5	150.2	31.0	36.3	67.3
28	Other	-	-	-	-	-	-	-	-	-
29	Total mutual funds and fee based assets gathered	-	-	-	-	-	-	-	-	-
30	Total Wholesale Channel	\$1,427.0	\$614.7	\$2,041.7	\$312.8	\$379.9	\$2,734.4	\$328.5	\$452.5	\$781.0
Retail & Wholesale										
31	Life	\$111.8	\$92.7	\$204.5	\$93.5	\$132.5	\$430.5	\$97.9	\$106.5	\$204.4
32	Variable annuities	2,411.0	1,383.4	3,794.4	875.5	985.2	5,655.1	970.3	1,139.4	2,109.7
33	Fixed annuities	10.3	14.9	25.2	20.8	25.7	71.7	24.2	46.5	70.7
34	Total annuities	2,421.3	1,398.3	3,819.6	896.3	1,010.9	5,726.8	994.5	1,185.9	2,180.4
35	Other	0.9	1.7	2.6	1.0	0.3	3.9	0.6	1.1	1.7
36	Mutual funds and fee based assets gathered	683.9	896.7	1,580.6	926.7	1,065.6	3,572.9	1,126.2	1,278.2	2,404.4
37	Total Sales	\$3,217.9	\$2,389.4	\$5,607.3	\$1,917.5	\$2,209.3	\$9,734.1	\$2,219.2	\$2,571.7	\$4,790.9

(1) Annuities are presented net of internal conversions.

(2) Includes sales through brokerage accounts and gross assets gathered through fee based accounts.

(3) Excludes Institutional Separate Accounts and DI ceded

AXA FINANCIAL, INC.
CONSOLIDATED PRODUCT SALES

Unaudited (Dollars in Millions)

		2009					2010			
		Q1 2009	Q2 2009	1H 2009	3Q 2009	Q4 2009	FY 2009	Q1 2010	Q2 2010	1H 2010
1	Life (pg. 22, ln 32)	\$849.7	\$845.5	\$1,695.2	\$828.6	\$904.1	\$3,427.9	\$840.5	\$839.9	\$1,680.4
2	Annuities (pg. 22, ln 36)	3,008.8	2,036.8	5,045.6	1,448.1	1,676.3	8,170.0	1,711.8	1,912.7	3,624.5
3	Other (pg. 22, ln 37)	67.4	54.1	121.5	59.2	59.1	239.8	65.1	59.2	124.3
4	Mutual funds and fee based assets gathered (pg. 22, ln 38)	683.9	896.7	1,580.6	926.7	1,065.6	3,572.9	1,126.2	1,278.2	2,404.4
5	Total Financial Advisory/Insurance Sales	4,609.8	3,833.1	8,442.9	3,262.6	3,705.1	15,410.6	3,743.6	4,090.0	7,833.6
6	AllianceBernstein new business/sales (pg. 35, ln 2)	11,773.0	7,221.0	18,994.0	13,229.0	14,520.0	46,743.0	16,141.0	18,805.0	34,946.0
7	Total Gross Sales	16,382.8	11,054.1	27,436.9	16,491.6	18,225.1	43,928.5	19,884.6	22,895.0	42,779.6
8	<i>less: Fin. Adv./Ins. sales of AllianceBernstein mutual funds</i>	(24.7)	(31.1)	(55.8)	(34.0)	(55.6)	(145.4)	(40.8)	(33.6)	(74.4)
9	<i>less: AllianceBernstein sales of EQAT and Multimanager funds</i>	(1,692.4)	(168.4)	(1,860.8)	146.5	(1,774.5)	(3,488.8)	18.0	91.8	109.8
10	Consolidated AXA Financial Sales	\$14,665.7	\$10,854.6	\$25,520.3	\$16,604.1	\$16,395.0	\$58,519.4	\$19,861.8	\$22,953.2	\$42,815.0
11	Investment products (AllianceBernstein) (line 6, 8 & 9)	\$10,055.9	\$7,021.5	\$17,077.4	\$13,341.5	\$12,689.9	\$43,108.8	\$16,118.2	\$18,863.2	\$34,981.4
12	Other (line 3)	67.4	54.1	121.5	59.2	59.1	239.8	65.1	59.2	124.3
13	Annuities (line 2)	3,008.8	2,036.8	5,045.6	1,448.1	1,676.3	8,170.0	1,711.8	1,912.7	3,624.5
14	Life (line 1)	849.7	845.5	1,695.2	828.6	904.1	3,427.9	840.5	839.9	1,680.4
15	Mutual fund sales (line 4)	683.9	896.7	1,580.6	926.7	1,065.6	3,572.9	1,126.2	1,278.2	2,404.4
16	Consolidated AXA Financial Sales	\$14,665.7	\$10,854.6	\$25,520.3	\$16,604.1	\$16,395.0	\$58,519.4	\$19,861.8	\$22,953.2	\$42,815.0

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
DEFERRED POLICY ACQUISITION COSTS

<i>Six months ended</i>	2009		2010
	<i>June 30</i>	<i>December 31</i>	<i>June 30</i>
<i>Unaudited (Dollars in Millions)</i>			
TRADITIONAL LIFE			
1 <i>Beginning balance</i>	\$1,358.1	\$1,143.6	\$948.4
2 <i>Capitalization</i>	55.8	73.0	72.8
3 <i>Amortization - operating results</i>	(36.4)	(42.9)	(37.1)
4 <i>Amortization - realized capital (gain) loss</i>	(7.9)	8.0	1.3
5 <i>Change in DAC - unrealized capital gains</i>	(226.0)	(233.3)	(26.3)
6 <i>Ending Balance</i>	<u>\$1,143.6</u>	<u>\$948.4</u>	<u>\$959.1</u>
VARIABLE AND INTEREST- SENSITIVE LIFE			
7 <i>Beginning balance</i>	\$3,675.2	\$3,535.9	\$3,431.3
8 <i>Capitalization</i>	121.6	138.0	108.9
9 <i>Amortization - operating results</i>	(252.6)	(210.4)	(79.9)
10 <i>Amortization - realized capital (gain) loss</i>	(0.8)	2.4	0.8
11 <i>Change in DAC - unrealized capital gains</i>	(7.5)	(34.6)	(20.2)
12 <i>Ending Balance</i>	<u>\$3,535.9</u>	<u>\$3,431.3</u>	<u>\$3,440.9</u>
ANNUITIES			
13 <i>Beginning balance</i>	\$5,481.3	\$5,672.6	\$5,694.8
14 <i>Capitalization</i>	367.2	250.0	273.1
15 <i>Amortization - operating results</i>	(128.3)	(189.2)	(166.7)
16 <i>Amortization - realized capital (gain) loss</i>	(7.7)	3.7	3.4
17 <i>Change in DAC - unrealized capital gains</i>	(39.9)	(42.3)	(82.2)
18 <i>Ending Balance</i>	<u>\$5,672.6</u>	<u>\$5,694.8</u>	<u>\$5,722.4</u>

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
DEFERRED POLICY ACQUISITION COSTS

<i>Six months ended</i>	2009		2010
	<i>June 30</i>	<i>December 31</i>	<i>June 30</i>
<i>Unaudited (Dollars in Millions)</i>			
OTHER			
1 <i>Beginning balance</i>	\$20.3	\$19.8	\$19.1
2 <i>Capitalization</i>	0.1	0.0	0.0
3 <i>Amortization - operating results</i>	(0.6)	(0.7)	(0.6)
4 <i>Amortization - realized capital (gain) loss</i>	0.0	0.0	0.0
5 <i>Change in DAC - unrealized capital gains</i>	0.0	0.0	0.0
6 <i>Ending Balance</i>	<u>\$19.8</u>	<u>\$19.1</u>	<u>\$18.5</u>
TOTAL			
7 <i>Beginning balance</i>	\$10,534.9	\$10,371.9	\$10,093.6
8 <i>Capitalization</i>	544.7	461.0	454.8
9 <i>Amortization - operating results</i>	(417.9)	(443.2)	(284.3)
10 <i>Amortization - realized capital (gain) loss</i>	(16.4)	14.1	5.5
11 <i>Change in DAC - unrealized capital gains</i>	(273.4)	(310.2)	(128.7)
12 <i>Ending Balance</i>	<u>\$10,371.9</u>	<u>\$10,093.6</u>	<u>\$10,140.9</u>

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
FUTURE POLICY BENEFITS &
POLICYHOLDERS' ACCOUNT BALANCES⁽¹⁾

Six months ended months ended June 30

Unaudited (Dollars in Millions)

TRADITIONAL LIFE

General Account

	2009		2010
	June 30	December 31	June 30
1 <i>Beginning balance</i>	\$16,622.3	\$16,515.6	\$16,486.9
2 Direct premiums and other deposits	692.7	707.3	691.9
3 Change in market value / interest credited	356.2	322.9	319.1
4 Surrender benefits	(332.5)	(295.6)	(299.1)
5 Policy charges, reserve changes and other benefits	(823.1)	(763.3)	(779.9)
6 <i>Ending Balance</i>	\$16,515.6	\$16,486.9	\$16,418.9

VARIABLE AND INTEREST - SENSITIVE LIFE

Separate Accounts

7 <i>Beginning balance</i>	\$8,461.9	\$8,617.8	\$9,919.8
8 Direct premiums and other deposits	519.9	511.7	475.9
9 Change in market value / interest credited	400.0	1,504.8	(448.7)
10 Surrender benefits	(293.5)	(277.8)	(254.7)
11 Policy charges, reserve changes and other benefits	(369.4)	(395.4)	(447.5)
12 Transfers	(101.1)	(41.3)	(107.4)
13 <i>Ending Balance</i>	\$8,617.8	\$9,919.8	\$9,137.4

General Account

14 <i>Beginning balance</i>	\$10,180.3	\$10,262.3	\$10,321.9
15 Direct premiums and other deposits	497.1	510.1	520.9
16 Change in market value / interest credited	230.2	230.4	231.4
17 Surrender benefits	(180.2)	(183.6)	(181.2)
18 Policy charges, reserve changes and other benefits	(566.2)	(538.6)	(428.0)
19 Transfers	101.1	41.3	107.4
20 <i>Ending Balance</i>	\$10,262.3	\$10,321.9	\$10,572.4

(1) Excluding Institutional SA, Claims and Dividend Liabilities, an Other SA Liabilities.

(2) Policy charges, reserve changes and other benefits for GA- Annuities includes change in GMXB reserves.

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
FUTURE POLICY BENEFITS &
POLICYHOLDERS' ACCOUNT BALANCES⁽¹⁾ (continued)

Six months ended months ended June 30

Unaudited (Dollars in Millions)

	2009		2009	
	June 30	December 31	June 30	
ANNUITIES				
Separate Accounts				
1	Beginning balance	\$58,138.1	\$62,754.3	\$73,224.6
2	Direct premiums and other deposits	3,542.5	2,228.1	2,607.9
3	Change in market value / interest credited	3,178.0	11,005.2	(3,054.8)
4	Surrender benefits	(1,762.9)	(1,932.9)	(2,245.5)
5	Policy charges, reserve changes and other benefits	(1,194.7)	(1,420.5)	(1,506.1)
6	Transfers	853.3	590.4	168.9
7	Ending Balance	<u>\$62,754.3</u>	<u>\$73,224.6</u>	<u>\$69,195.0</u>
General Account				
8	Beginning balance	\$28,769.0	\$25,285.7	\$22,851.6
9	Direct premiums and other deposits	1,790.7	1,120.5	1,267.6
10	Change in market value / interest credited	383.3	367.6	335.9
11	Surrender benefits	(912.1)	(772.3)	(663.4)
12	Policy charges, reserve changes and other benefits ⁽²⁾	(3,891.9)	(2,559.5)	2,649.9
13	Transfers	(853.3)	(590.4)	(168.9)
14	Ending Balance	<u>\$25,285.7</u>	<u>\$22,851.6</u>	<u>\$26,272.7</u>
OTHER				
General Account				
15	Beginning balance	\$553.3	\$543.4	\$535.1
16	Direct premiums and other deposits	173.1	169.5	171.0
17	Change in market value / interest credited	9.0	8.8	8.8
18	Surrender benefits	(2.8)	(2.6)	(7.1)
19	Policy charges, reserve changes and other benefits	(189.2)	(184.0)	(175.3)
20	Transfers	0.0	0.0	0.0
21	Ending Balance	<u>\$543.4</u>	<u>\$535.1</u>	<u>\$532.5</u>

(1) Excluding Institutional SA, Claims and Dividend Liabilities, an Other SA Liabilities.

(2) Policy charges, reserve changes and other benefits for GA- Annuities includes change in GMXB reserves.

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
FUTURE POLICY BENEFITS &
POLICYHOLDERS' ACCOUNT BALANCES⁽¹⁾ (continued)

Six months ended months ended June 30

Unaudited (Dollars in Millions)

	2009		2009
	<i>June 30</i>	<i>December 31</i>	<i>June 30</i>
TOTAL			
Separate Accounts			
1 <i>Beginning balance</i>	\$66,600.0	\$71,372.1	\$83,144.4
2 <i>Direct premiums and other deposits</i>	4,062.4	2,739.8	3,083.8
3 <i>Change in market value / interest credited</i>	3,578.0	12,510.0	(3,503.5)
4 <i>Surrender benefits</i>	(2,056.4)	(2,210.7)	(2,500.2)
5 <i>Policy charges, reserve changes and other benefits</i>	(1,564.1)	(1,815.9)	(1,953.6)
6 <i>Transfers</i>	752.2	549.1	61.5
7 <i>Ending Balance</i>	<u>\$71,372.1</u>	<u>\$83,144.4</u>	<u>\$78,332.4</u>
General Account			
8 <i>Beginning balance</i>	\$56,124.9	\$52,607.0	\$50,195.5
9 <i>Direct premiums and other deposits</i>	3,153.6	2,507.4	2,651.4
10 <i>Change in market value / interest credited</i>	978.7	929.7	895.2
11 <i>Surrender benefits</i>	(1,427.6)	(1,254.1)	(1,150.8)
12 <i>Policy charges, reserve changes and other benefits⁽²⁾</i>	(5,470.4)	(4,045.4)	1,266.7
13 <i>Transfers</i>	(752.2)	(549.1)	(61.5)
14 <i>Ending Balance</i>	<u>\$52,607.0</u>	<u>\$50,195.5</u>	<u>\$53,796.5</u>

(1) Excluding Institutional SA, Claims and Dividend Liabilities, an Other SA Liabilities.

(2) Policy charges, reserve changes and other benefits for GA- Annuities includes change in GMXB reserves.

AXA FINANCIAL, INC.
FINANCIAL ADVISORY/INSURANCE
GMDB/GMIB

<i>Unaudited (Dollars in Millions)</i>	<i>June 30, 2010</i>				
	<i>Return of Premium</i>	<i>Variable Contracts with Guarantees(1)</i>			<i>Total</i>
		<i>Ratchet</i>	<i>Roll-Up</i>	<i>Combo</i>	
GMDB					
1 Account value	\$36,594	\$7,675	\$3,963	\$30,685	\$78,917
2 Net amount at risk, gross	3,374	2,193	3,154	13,222	21,943
3 Net amount at risk, net of amounts reinsured	3,374	1,406	2,160	13,192	20,132
4 IFRS reserves, net of amounts reinsured and related hedging activity					2,149
GMIB					
5 Account value	N/A	N/A	\$2,696	\$41,935	\$44,631
6 Net amount at risk, gross	N/A	N/A	1,559	3,052	4,611
7 Net amount at risk, net of amounts reinsured	N/A	N/A	456	2,656	3,112
8 IFRS reserves, net of amounts reinsured and related hedging activity					4,986

<i>Unaudited (Dollars in Millions)</i>	<i>December 31, 2009</i>				
	<i>Return of Premium</i>	<i>Variable Contracts with Guarantees(1)</i>			<i>Total</i>
		<i>Ratchet</i>	<i>Roll-Up</i>	<i>Combo</i>	
GMDB					
9 Account value	\$37,561	\$8,168	\$4,392	\$32,343	\$82,464
10 Net amount at risk, gross	2,454	1,892	2,861	10,544	17,751
11 Net amount at risk, net of amounts reinsured	2,454	1,700	1,933	10,512	16,599
12 IFRS reserves, net of amounts reinsured and related hedging activity					1,613
GMIB					
13 Account value	N/A	N/A	\$2,998	\$44,259	\$47,257
14 Net amount at risk, gross	N/A	N/A	1,322	1,027	2,349
15 Net amount at risk, net of amounts reinsured	N/A	N/A	386	898	1,284
16 IFRS reserves, net of amounts reinsured and related hedging activity					3,056

(1) Return of Premium: the benefit is the greater of current account value and premiums paid (adjusted for withdrawals).

Ratchet: the benefit is the greatest of current account value, premiums paid (adjusted for withdrawals), and the highest account value on any anniversary up to contractually specified ages (adjusted for withdrawals)

Roll-Up: the benefit is the greater of current account value and premiums paid (adjusted for withdrawals) accumulated at contractually specified interest rates up to specified ages.

Combo: the benefit is the greater of the ratchet benefit or the roll-up benefit which may include a five year or an annual reset.

AXA FINANCIAL, INC.
UNDERLYING INVESTMENT RESULTS
BY ASSET CATEGORY
ANNUALIZED YIELDS

*At or for the six months
ended June 30*

<i>Unaudited (Dollars in Millions)</i>	<i>2010</i>			<i>2009</i>		
	<i>Yield</i>	<i>Amount</i>	<i>Percent of Total</i>	<i>Yield</i>	<i>Amount</i>	<i>Percent of Total</i>
	<i>Total Company</i>					
FIXED MATURITIES						
Investment Grade						
1 Underlying Income	5.26%	\$1,004.0		5.55%	\$1,036.9	
2 Investment gains (losses)	0.12%	22.8		1.08%	197.0	
3 Total	5.38%	\$1,026.8		6.63%	\$1,233.9	
4 Ending Assets		\$39,288.0	66%		\$38,428.7	68%
Below Investment Grade						
5 Underlying Income	6.68%	\$107.3		6.64%	\$83.2	
6 Investment (losses)	-5.28%	(84.4)		-8.70%	(109.8)	
7 Total	1.40%	\$22.9		-2.06%	(\$26.6)	
8 Ending Assets		\$3,244.8	5%		\$2,995.8	5%
MORTGAGES						
9 Underlying Income	6.97%	\$179.7		6.68%	\$167.9	
10 Investment gains (losses)	-0.52%	(13.2)		-0.27%	(6.7)	
11 Total	6.45%	\$166.5		6.41%	\$161.2	
12 Ending Assets		\$5,281.1	9%		\$5,461.2	10%
EQUITY REAL ESTATE						
13 Underlying Income	24.36%	\$11.0		18.67%	\$34.9	
14 Investment gains (losses)	0.00%	0.0		-0.06%	(0.1)	
15 Total	24.36%	\$11.0		18.61%	\$34.8	
16 Ending Assets		\$110.3	0%		\$87.8	0%

AXA FINANCIAL, INC.
UNDERLYING INVESTMENT RESULTS
BY ASSET CATEGORY
ANNUALIZED YIELDS (continued)

*At or for the six months
ended June 30*

<i>Unaudited (Dollars in Millions)</i>	2010			2009		
	<i>Yield</i>	<i>Amount</i>	<i>Percent of Total</i>	<i>Yield</i>	<i>Amount</i>	<i>Percent of Total</i>
	<i>Total Company</i>					
OTHER EQUITY INVESTMENTS						
1 Underlying Income	6.03%	\$41.8		2.14%	\$14.9	
2 Investment gains (losses)	1.43%	9.6		-0.05%	(0.4)	
3 Total	7.46%	\$51.4		2.09%	\$14.5	
4 Ending Assets		\$1,435.0	2%		\$1,320.2	2%
POLICY LOANS						
5 Income	6.41%	\$158.9		6.39%	\$160.0	
6 Ending Assets		\$5,100.2	9%		\$5,144.7	9%
CASH & SHORT-TERM INVESTMENTS						
7 Underlying Income	0.15%	\$2.3		0.56%	\$18.1	
8 Investment gains (losses)	0.00%	0.0		0.00%	0.0	
9 Total	0.15%	\$2.3		0.56%	\$18.1	
10 Ending Assets		\$4,903.5	8%		\$3,716.7	7%
TRADING SECURITIES						
10 Income	20.62%	\$139.9		-56.80%	(\$9.2)	
11 Investment gains (losses)	0.00%	0.0		0.00%	0.0	
12 Total	20.62%	\$139.9		-56.80%	(\$9.2)	
13 Ending Assets		\$1,958.5	3%		\$87.8	0%
OTHER INVESTED ASSETS						
14 Income	0.00%	\$0.0		0.00%	\$0.0	
15 Investment gains (losses)	0.00%	0.0		0.00%	0.0	
16 Total	0.00%	\$0.0		0.00%	\$0.0	
17 Ending Assets		\$2.2	0%		\$0.0	0%
DEBT & OTHER						
18 Interest expense and other	7.10%	(\$53.0)		8.84%	(\$55.9)	
19 Investment gains (losses)	0.00%	0.0		0.00%	0.0	
20 Total	7.10%	\$(53.0)		8.84%	\$(55.9)	
21 Ending Assets (Liabilities)		\$(1,533.8)	-2%		(\$633.7)	-1%
TOTAL						
22 Underlying Income	5.68%	\$1,591.9		5.10%	\$1,450.8	
23 Investment fees	-0.12%	(30.9)		-0.10%	(28.8)	
24 Underlying income transferred to technical margin ⁽¹⁾	-0.14%	(37.0)		-0.14%	(\$37.9)	
25 Net Investment Income	5.42%	1,524.0		4.86%	1,384.1	
26 Investment gains (losses)	-0.23%	(65.2)		0.29%	80.0	
27 Net Investment Results	5.19%	\$1,458.8		5.15%	\$1,464.1	
28 Ending Net Assets		\$59,789.8	100%		\$56,609.2	100%

(1) For AXA reporting purposes, the underlying investment income on assets backing the GMDB/IB reserves is reclassified from Net Interest margin to Technical Margin.

AXA FINANCIAL, INC.
ANALYSIS OF GENERAL ACCOUNT (TOTAL COMPANY)
INVESTED ASSETS

<i>Unaudited (Dollars in Millions)</i>	<i>June 30</i>	<i>December 31</i>
	<i>2010</i>	<i>2009</i>
SUMMARY OF FIXED MATURITIES		
1 Public securities	\$31,729.2	\$31,934.9
2 Private securities	10,679.8	10,091.4
3 Total amortized cost	42,409.0	42,026.3
4 Valuation allowance	(319.3)	(322.1)
5 Amortized Cost Less Valuation Allowance	<u>\$42,089.7</u>	<u>\$41,704.2</u>
SUMMARY OF MORTGAGES		
<i>COMMERCIAL</i>		
6 Amortized cost	\$3,796.6	\$3,815.9
7 Valuation allowance	(31.5)	(18.4)
8 Carrying Value	<u>\$3,765.1</u>	<u>\$3,797.5</u>
<i>AGRICULTURAL</i>		
9 Amortized cost	\$1,522.9	\$1,539.8
10 Valuation allowance	0.0	0.0
11 Carrying Value	<u>\$1,522.9</u>	<u>\$1,539.8</u>
<i>TOTAL</i>		
12 Amortized cost	\$5,319.5	\$5,355.7
13 Valuation allowance	(31.5)	(18.4)
14 Carrying Value	<u>\$5,288.0</u>	<u>\$5,337.3</u>
SUMMARY OF EQUITY REAL ESTATE		
15 Wholly owned	\$0.0	\$0.0
16 Joint ventures	109.0	98.9
17 Commercial foreclosed	0.0	0.0
18 Agricultural foreclosed	0.0	0.0
19 Total amortized cost	109.0	98.9
20 Valuation allowance	0.0	0.0
21 Carrying Value	<u>\$109.0</u>	<u>\$98.9</u>

AXA FINANCIAL, INC.
INVESTMENT MANAGEMENT
STATEMENT OF CONTRIBUTION TO AXA IFRS UNDERLYING EARNINGS

<i>Unaudited (Dollars in Millions)</i>	<i>Six Months ended</i>	
	<i>June 30</i>	
	<i>2010</i>	<i>2009</i>
1 Underlying investment margin	\$6.9	\$11.3
2 Fee income	1,459.1	1,573.7
3 Net revenues	1,466.0	1,585.0
4 Employee compensation and benefit costs	663.0	639.3
5 Other	520.0	781.4
6 Total expenses	1,183.0	1,420.7
7 AB pre-tax IFRS earnings before income taxes	283.0	164.3
8 Income taxes	32.6	22.0
9 AllianceBernstein Legal Entity IFRS Net Income Before Amortization of Intangible Assets	\$250.4	\$142.3
10 Minority interest before tax	(107.6)	(60.9)
11 Tax on minority interest	10.2	8.1
12 Minority interests, net of tax	(97.4)	(52.8)
Allocation of Holding Company (pre-tax):		
13 Investment margin	(42.8)	(13.6)
14 Fee income	0.0	0.0
15 Expenses	22.3	(10.1)
16 Total allocation	(20.5)	(23.7)
17 Tax on allocation and partnership results	(37.7)	60.9
18 After-tax allocation of the Holding Company	(58.2)	37.2
19 Contribution to AXA IFRS Underlying Earnings	\$94.8	\$126.7

AXA FINANCIAL, INC.
ALLIANCEBERNSTEIN
ASSETS UNDER MANAGEMENT RECONCILIATION

<i>Six months ended June 30, 2010</i> <i>Unaudited (Dollars in Millions)</i>	<i>Institutional</i> <i>Money</i> <i>Management</i>	<i>Retail</i>	<i>Private</i> <i>Clients</i>	<i>Total</i>
1 Beginning of Period	\$300,052	\$120,697	\$74,753	\$495,502
2 New business/sales	11,600	19,257	4,089	34,946
3 Terminations/redemptions	(17,187)	(12,750)	(2,993)	(32,930)
4 Cash flow	(6,700)	(4,750)	(1,469)	(12,919)
5 Transfers	(203)	0	203	0
6 Appreciation(depreciation)	(16,990)	(6,258)	(3,648)	(26,896)
7 Net change	<u>(29,480)</u>	<u>(4,501)</u>	<u>(3,818)</u>	<u>(37,799)</u>
8 End of Period	<u>\$270,572</u>	<u>\$116,196</u>	<u>\$70,935</u>	<u>\$457,703</u>

AXA FINANCIAL, INC.
ALLIANCEBERNSTEIN
ASSETS UNDER MANAGEMENT BY CATEGORY

<i>June 30, 2010</i>		<i>Institutional</i>		<i>Private</i>	
<i>Unaudited (Dollars in Billions)</i>		<i>Money</i>	<i>Retail</i>	<i>Clients</i>	<i>Total</i>
		<i>Management</i>			
Equity					
<i>Growth</i>					
1	Domestic Growth	\$14,096	\$8,266	\$8,416	\$30,778
2	Global & International	24,915	12,493	6,265	43,673
<i>Value</i>					
3	Domestic Value	15,165	9,691	11,617	36,473
4	Global & International	71,920	20,571	10,274	102,765
Fixed Income					
5	Domestic	76,448	10,191	32,137	118,776
6	Global & International	41,808	36,758	1,170	79,736
Passive					
7	Domestic	8,910	14,515	97	23,522
8	Global & International	<u>17,310</u>	<u>3,711</u>	<u>959</u>	<u>21,980</u>
Total					
9	Domestic	114,619	42,663	52,267	209,549
10	Global & International	<u>155,953</u>	<u>73,533</u>	<u>18,668</u>	<u>248,154</u>
11	Total	<u><u>\$270,572</u></u>	<u><u>\$116,196</u></u>	<u><u>\$70,935</u></u>	<u><u>\$457,703</u></u>