



Retirement Cornerstone Series CP® variable annuity

3% match on contributions and 5% earnings bonus

If you are looking for that extra push toward your retirement goals consider the Retirement Cornerstone Series CP® variable annuity where you can earn:

- **3% Match¹** on all contributions
- **5% Earnings Bonus** when Annuity Account Value (AAV) reaches new “high water mark”

Earnings Bonus

A bonus will be added to the AAV that is equal to 5% times the difference between the AAV on the contract date anniversary and the Account Value Peak (“highest water mark”). The Account Value Peak begins with the initial contribution and is increased by subsequent contributions and any corresponding credits on those contributions as of the date the contribution is made. Before purchasing a CP Series contract, please read important considerations on the reverse side.

“Overall, 42% of U.S. companies now don’t offer 401(k) plan matching for their workers.”¹

¹ *The Street*, 05/02/13: “More U.S. Firms Shutter 401(k)s, Matching Programs”

How It Works – Hypothetical Example

Assumptions: \$200,000 initial contribution + 3% Match (\$6,000) = \$206,000 initial Account Value Peak

Scenario 1	Investment Return = + \$34,000 Account Value at end of period is \$240,000 + 5% Earnings Bonus (\$1,700) = \$241,700
Scenario 2	Investment Return = - \$12,000 Account Value at end of period is \$194,000 is lower than the Account Value Peak so Earnings Bonus is not applicable
Scenario 3	Investment Return = + \$26,000 Account Value at end of period is \$232,000 + 5% Earnings Bonus (\$1,300) = \$233,300.

About Retirement Cornerstone®

The Retirement Cornerstone® variable annuity contains two distinct accounts within a single tax-deferred product: one account, the Investment Account, offers an extensive selection of over 100 investment portfolios from well-known investment managers, and the other account, the Protected Benefit Account, offers a reduced selection of investment portfolios, which fund the Guaranteed Minimum Income Benefits (GMIBs) and the Guaranteed Minimum Death Benefit (GMDB). The GMIBs, which are optional and available for an additional fee, ensure that you will be able to generate lifetime income no matter how your investment portfolios perform, and no matter how long you live, as long as you stay within certain withdrawal guidelines. Excess withdrawals will impact guaranteed benefits. (Continued on reverse side)

¹ Also referred to as “Credit” in some materials.

Variable Annuities: · Are Not a Deposit of Any Bank · Are Not FDIC Insured
· Are Not Insured by Any Federal Government Agency · Are Not Guaranteed
by Any Bank or Savings Association · May Go Down in Value

AXA Equitable Life Insurance Company (NY, NY)

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Utilizing Both Accounts

As your needs change over the years, you can simply transfer assets from the Investment Account to the Protected Benefit Account until the later of through age 70 or through age 80, or the first contract anniversary date, depending on the benefit election. If you elect a GMIB with "Greater of" GMDB, contributions and/or transfers to the Protected Benefit Account are permitted only until age 70. Transfer is allowed up until age 80 for Highest Anniversary Value and Return of Premium Death Benefit. You cannot contribute or transfer more than \$1.5 million to the Protected Benefit Account. Transfers from the Protected Benefit Account to the Investment Account are not allowed.

Please Note:

The Retirement Cornerstone® Series CP® variable annuity has higher fees, and expenses and a longer withdrawal charge period than other variable annuities in the Retirement Cornerstone® series. It is likely that if a Series CP® contract is held for more than 10 years and does not receive an Earnings match, an investor may be better off in a contract without a credit, and with a lower operations charge. The actual results will depend on the investment returns on the contract. Therefore, if the contract will be held for an extended period of time, an investor may wish to consider purchasing a contract that does not include a match. The match will apply to subsequent contributions only to the extent that the sum of that contribution and prior contributions to which no match was applied exceeds the total withdrawals made from the contract. If you (a) exercise your right to cancel the contract, (b) start receiving annuity payments within three years of making the contribution, or (c) die during the one-year period following the receipt of the contribution, we will recover the credit on contributions. There is no recovery of Earnings bonus amounts credited to the Annuity Account Value.

Distributions taken prior to annuitization are generally considered to come from the gain in the contract first. If the contract is tax-qualified, generally all withdrawals are treated as distributions of gain. Withdrawals of gain are taxed as ordinary income and, if taken prior to age 59½, may be subject to an additional 10% federal tax. Retirement Cornerstone® Series CP® is subject to a contractual withdrawal charge that declines from 8% over a nine-year period. Withdrawals come first from gains in the contract for tax purposes, and will reduce the contract value as well as any death benefit or living benefit.

A variable annuity is a long-term financial product designed for retirement purposes. In essence, an annuity is a contractual agreement in which payment(s) are made to an insurance company, which agrees to pay out an income or a lump sum amount at a later date. Typically, variable annuities have mortality and expense charges, account fees, investment management fees, administrative fees, and charges for special contract features. In addition, annuity contracts have exclusions and limitations. Variable annuities are subject to market risk, including the possible loss of principal invested. For costs and complete details, contact a financial professional.

AXA Equitable may discontinue contributions and transfers among investment options or make other changes in contributions and transfer requirements and limitations. If we discontinue contributions and transfers into the Protected Benefit Account, you will no longer be able to fund your guaranteed benefits.

This flyer does not cover all material provisions of the Retirement Cornerstone® version 15.0 contract. It must be preceded or accompanied by a current Retirement Cornerstone® 15.0 prospectus and Retirement Cornerstone Series CP® fact card.

All guarantees are based on the claims-paying ability of AXA Equitable.

Contract Form #: ICC12BASE4 and any state variations.

Certain types of contracts, features, and benefits may not be available in all jurisdictions.

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