

History may be a guide...

Historical Perspective

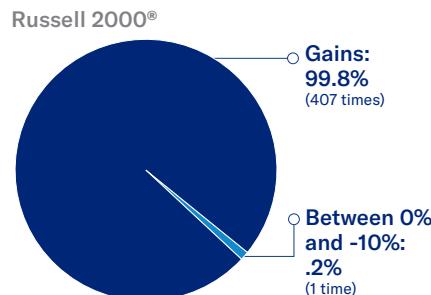
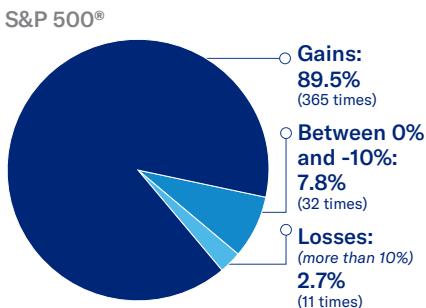
6-year periods

Let's check out how these indices have performed historically. Here, we see returns of 6-year periods on a rolling monthly basis (e.g., Jan-Jan, Feb-Feb, etc.) and how frequently losses have occurred. The protective buffer is available at -10%, -20% or -30%, and stays at a constant level for the 6-year duration.

For instance, if there's a -10% buffer and the given index declines by 8% during the time period, then the investment would be completely protected. If the index were to decline by 12%, the investment would incur only a 2% loss.¹

Historical 6-Year Index returns January 1980–December 2019

Performance between 0% and 10%



About Structured Capital Strategies® PLUS

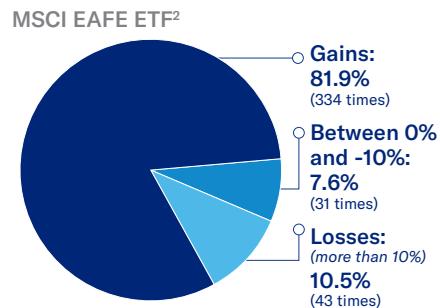
Structured Capital Strategies® PLUS is a tax-deferred variable annuity that offers you a way to save for retirement with a straightforward path through the ups and downs of the investment world. It's designed to help you protect against some loss and take advantage of market upside that tracks well-known benchmark indices, up to a performance cap.

Average Return ³	73.8%
Total Gains & Losses	408
Number of Gains	365
Number of Losses	43

% of times return was greater than Segment Buffer	%
-10% Segment Buffer	97.3%
-20% Segment Buffer	100%
-30% Segment Buffer	100%

Average Return ³	66.5%
Total Gains & Losses	408
Number of Gains	407
Number of Losses	1

% of times return was greater than Segment Buffer	%
-10% Segment Buffer	100%
-20% Segment Buffer	100%
-30% Segment Buffer	100%



Please note that due to spacing constraints, the index names in the chart above may have been abbreviated. For full index names, please refer to the Important Terms Guide.

Some things to consider

- The largest 6-year loss in the S&P 500® Index dating back to 1980 was 15.04% (month ending December 2005).
- The largest 6-year loss in the Russell 2000® Index dating back to 1980 was 3.54% (month ending September 2011).
- The largest 6-year loss in the MSCI EAFE ETF Index dating back to 1980 was 28.84% (month ending June 2013).

¹ For Dual Direction Segments, the Segment Rate of Return is equal to the absolute value of the Index Performance Rate for that Segment if the Index Performance Rate is between the Performance Cap Rate and the Segment Buffer, inclusive of both.

Please see the back page for additional important information and footnote references.

1-year periods

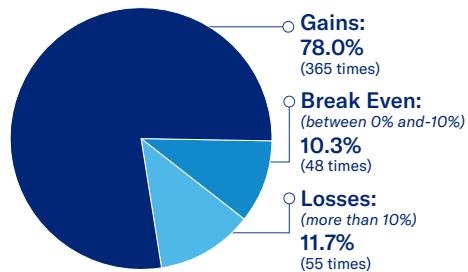
Another option available is to measure performance over a 1-year period. To see how these indices have performed historically, the charts below show returns of 1-year periods on a rolling monthly

basis (e.g., Jan-Jan, Feb–Feb, etc.) and how frequently losses have occurred during various time periods. The protective buffer is available at -10% and stays at a constant level for the 1-year period.

Historical 1-Year Index returns January 1980–December 2019

Performance between 0% and 10%

S&P 500®



Average Return³

9.8%

Total Gains & Losses

468

Number of Gains

365

Number of Losses

103

% of times return was

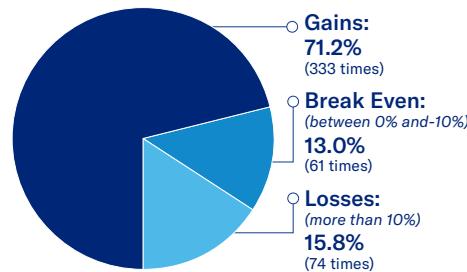
greater than Segment Buffer

%

-10% Segment Buffer

88.3%

Russell 2000®



Average Return³

10.4%

Total Gains & Losses

468

Number of Gains

333

Number of Losses

135

% of times return was

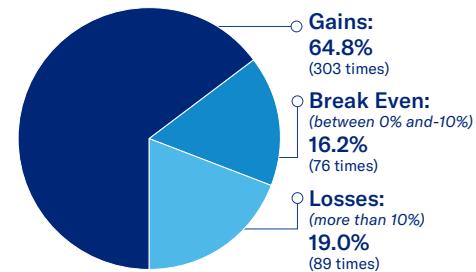
greater than Segment Buffer

%

-10% Segment Buffer

84.2%

MSCI EAFE ETF²



Average Return³

8.1%

Total Gains & Losses

468

Number of Gains

303

Number of Losses

165

% of times return was

greater than Segment Buffer

%

-10% Segment Buffer

81.0%

All periods mentioned above are rolling monthly periods. A rolling monthly period is defined as month-start to month-end over the duration shown. Past performance is not a guarantee of future results. For illustrative purposes only. This data does not represent the performance of any specific investment.

Performance of Structured Capital Strategies® PLUS will differ from that of the performance shown above due to the Performance Cap Rate, level of downside protection fees and expenses.

² Data based on the inception of the MSCI EAFE ETF from September 2002–December 2019. Historical data prior to 2002 is based on the underlying benchmark index MSCI EAFE Price Return Index. This reflects a typical return for Standard Segments, Annual Lock Segments and Step Up Segments linked to MSCI EAFE ETF.

³ Average Return – A simple average of a series of returns generated over a given period of time. Returns are price return only and exclude dividends.

Past performance is no guarantee of future results. Individuals cannot invest directly in an index. This data does not represent the performance of any specific investment. In Structured Capital Strategies® PLUS you invest to accumulate value on a tax-deferred basis in one or more variable investment options and/or the Structured Investment Option (SIO). The SIO permits the contract owner to participate in the performance of securities and commodities indices for a set period. Through the partial protection feature, The Segment Buffer will absorb up to the first -10%, -20% or -30% of loss, depending on the investment selected. Please keep in mind that there is risk, of substantial loss of principal because the investor agrees to absorb all losses that exceed the protection provided by the SIO at maturity. AXA Equitable may at any time exercise its rights to discontinue, suspend or change acceptance of contributions/ transfers, as well as change minimum and maximum contribution requirements and limitations. Certain features and benefits described herein may not be available in all jurisdictions. In addition, some distributors may eliminate and/or limit the availability of certain features or options, based on annuitant issue age or other criteria.

Variable annuities are sold by prospectus only, which contains more complete information about the policy, including risks, charges, expenses and investment objectives. You should review the prospectus carefully before purchasing a policy. Contact your financial professional for a copy of the current prospectus.

An annuity such as Structured Capital Strategies® PLUS is a long-term financial product designed for retirement purposes. There are fees and charges associated with annuities that cover administrative expenses, sales expenses and certain expense risks, investment management and there could be a contractual

withdrawal charge. Withdrawals are subject to ordinary income tax treatment and may also be subject to an additional 10% federal tax if taken before age 59½. Variable annuities are subject to market risk, including loss of principal.

Withdrawals during a Segment: The Segment Interim Value is the value of your investment prior to the Segment Maturity Date, and it may be lower than your original investment in the Segment even where the index is higher at the time of the withdrawal prior to maturity. A withdrawal from the Segment Interim Value may be lower than your Segment Investment and may be less than the amount you would have received had you held the investment until the Segment Maturity Date. If you are purchasing an annuity contract to fund an Individual Retirement Annuity (IRA) or employer-sponsored retirement plan, you should be aware that such annuities do not provide tax-deferral benefits beyond those already provided by the Internal Revenue Code. Before purchasing one of these annuities, you should consider whether its features and benefits beyond tax deferral meet your needs and goals. You may also want to consider the relative features, benefits and costs of these annuities with any other investment that you may use in connection with your retirement plan or arrangement.

S&P 500® Price Return Index – Includes 500 leading companies in leading industries of the U.S. economy, capturing approximately 80% coverage of U.S. equities. The S&P 500® Price Return Index does not include dividends declared by any of the companies included in this index. Larger, more established companies may not be able to attain potentially higher growth rates of smaller companies, especially during extended periods of economic expansion. S&P®, Standard & Poor's®, S&P 500® and Standard & Poor's 500® are trademarks of Standard & Poor's Financial Services LLC ("Standard & Poor's") and have been licensed for use by AXA Equitable. Structured Capital Strategies® PLUS is not sponsored, endorsed, sold or promoted by Standard & Poor's, and Standard & Poor's does not make any representation regarding the advisability of investing in Structured Capital Strategies® PLUS.

Russell 2000® Price Return Index – Measures the performance of the small-cap segment of the U.S. equity universe. The Russell 2000® Price Return Index is a subset of the Russell 3000® Index representing approximately 10% of the total market capitalization of that index. It includes approximately 2,000 of the smallest securities based on a combination of their market cap and current index membership. The Russell 2000® Price Return Index does not include dividends declared by any of the companies included in this index. Stocks of small- and mid-size companies have less liquidity than those of

larger companies and are subject to greater price volatility than the overall stock market. Smaller company stocks involve a greater risk than is customarily associated with more established companies. The Russell 2000® Index is a trademark of Russell Investments and has been licensed for use by AXA Equitable. The product is not sponsored, endorsed, sold or promoted by Russell Investments, and Russell Investments makes no representation regarding the advisability of investing in the product.

iShares® MSCI EAFE ETF (Not available in all jurisdictions) — Seeks the investment results that correspond generally to the performance of the MSCI EAFE Index. The index is designed to measure the equity market performance of developed markets, excluding the United States and Canada. The investment performance of the iShares® MSCI EAFE ETF Segment is based only on the closing share price of the Index Fund and the Segment does not include dividends declared by the Index Fund. The MSCI EAFE ETF Segment includes international securities that carry additional risks, including currency exchange fluctuation and different government regulations, economic conditions and accounting standards. The product referred to herein is not sponsored, endorsed or promoted by MSCI.

All contract and rider guarantees, including optional benefits and any fixed subaccount crediting rates or annuity payout rates, are backed by the claims-paying ability of AXA Equitable. They are not backed by the broker/dealer from which this annuity is purchased, by the insurance agency from which this annuity is purchased or any affiliates of those entities, and none makes any representations or guarantees regarding the claims-paying ability of AXA Equitable. Annuities contain certain restrictions and limitations. For costs and complete details, contact a financial professional.

Structured Capital Strategies® PLUS (February 2020 version) is issued by AXA Equitable Life Insurance Company, 1290 Avenue of the Americas, New York, NY 10104. Co-distributed by affiliates AXA Advisors, LLC (member FINRA, SIPC) and AXA Distributors, LLC.

"Equitable" is the brand name of Equitable Holdings, Inc. and its family of companies, including AXA Equitable Life Insurance Company (AXA Equitable) (NY, NY); AXA Advisors, LLC (member FINRA, SIPC); and AXA Distributors, LLC. The obligations of AXA Equitable are backed solely by its claims-paying ability. Contract form #: 2017SCSBASE-I-PL-[A/B] and any state variations.

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)

© 2020 AXA Equitable Life Insurance Company. All rights reserved. 1290 Avenue of the Americas, New York, NY 10104, (212) 554-1234.
GE-2793550 (11/19) (Exp. 11/21) | G656838 | Cat. #161173 (2/20)

