

AXA is Now Equitable!

This week marks a major milestone for one of the AIN Core Carriers: As part of their ongoing strategy relative to the IPO and separation from their European parent, AXA has unveiled their new company name and brand: Equitable. This kind of transition involves an avalanche of work as existing resources are rebranded, and the team at Equitable has been hard at work. See below for a note from Equitable's president and the links to the left to access a suite of resources already updated to the new brand and ready to deploy!

Find out more about these changes from Equitable...

- [Announcement from Nick Lane, President, Equitable](#)
- [Announcing Equitable Video](#)
- Brand Resources:
 - [Strength and Stability Retail Flyer](#)
 - [Brand Media Campaign Playbook](#)
- More Equitable Branded Resources Now Available on AIN Essentials

From Nick Lane, President, Equitable...



To our valued partner,

I am pleased to share some exciting news about your relationship with AXA Equitable Life. On January 14, 2020, we'll announce our name is Equitable – with a clean and modern look to reflect our brand.

We begin this new chapter from a position of continued financial strength and stability. As you may know, we became a publicly listed company (NYSE: EQH) in May of 2018, and an independent organization in March of 2019. Our brand is the next step in a multiyear transition.

What you can expect

After our January announcement, you will start to see our brand reflected in communications, product materials and a robust, multichannel marketing campaign.

This includes a newly designed website (equitable.com) for an improved online client experience, and a new mobile app with added functionality, including fingerprint and face recognition, which will be available from the Apple® and Google Play™ app stores. Existing user IDs and passwords will not change.

Importantly, this will be a seamless process for you and your clients. Our products, services and terms and guarantees of our contracts will remain the same

Communicating with clients

This month, we sent a letter and an email to individuals who hold one or more of our policies. In advance of this, we invited you to share our name and brand plans with your clients. On January 14, they will [receive a follow up email](#).

As Equitable, we will continue to put our experience, stability and commitment to financial well-being to work for you and your clients. We value our relationship and hope you share our excitement about this important step for our company.

Sincerely,

Nick Lane - President, Equitable

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