

Equitable through the ages



1859
Henry B. Hyde founds
The Equitable Life Assurance
Society of the United States.



1870
Equitable's home office
building in New York City.



1896
Ray Wilner Sundelson becomes
the first woman agency
manager in the United States.



1912
Equitable's home office building at
120 Broadway burns down.



1927
Equitable Managers co-found the
American College of Life Underwriters
and establish the Chartered Life
Underwriter (CLU) designation.

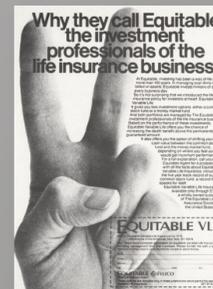
1932
Babe Ruth endorses Equitable in
a print advertisement, a big step
in the field of sports marketing.



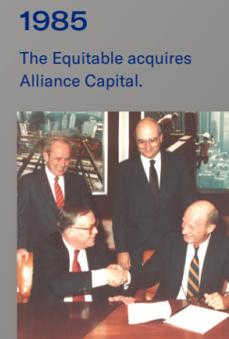
1940s
Equitable supports the war
effort, waiving the prohibition
of payments of death benefits
for policyholders in battle,
nearly 3,400 claims.



1969
Equitable has a long history of
investing in infrastructure across
the country. This includes the
construction of the Gateway
Center in Pittsburgh, which
was recognized as a visionary
commitment that helped restore
downtown Pittsburgh as a central
hub in the region.



1976
Equitable introduces variable
life insurance and markets its
first variable annuity product.



1985
The Equitable acquires
Alliance Capital.



2003
Our Foundation launches
Equitable ExcellenceSM, which
has awarded nearly \$30 million
to more than 6,500 students and
1,800 schools since inception.



2000
Alliance Capital acquires
Sanford C. Bernstein,
forming AllianceBernstein.

1992
AXA makes initial
investment in The
Equitable following
demutualization.



2001
AXA Equitable pledges over \$10 million
for 9/11 disaster relief as a founding
donor of the Families of Freedom
Scholarship Fund.

2010
AXA Equitable launches the
first-ever buffered annuity,
Structured Capital Strategies[®].

2004
AXA Equitable
acquires the
MONY Group.



2018
Equitable Holdings is listed on
the New York Stock Exchange.



2020
We are Equitable.