

SERFF Tracking Number: ELAS-126858625 State: Arkansas
Filing Company: AXA Equitable Life Insurance Company State Tracking Number: 47049
Company Tracking Number:
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
Adjustable Life
Product Name: Individual Flex Premium Universal Life Policy 07-300 - Informational
Project Name/Number: 07-300 ESLI Informational/

Filing at a Glance

Company: AXA Equitable Life Insurance Company

Product Name: Individual Flex Premium SERFF Tr Num: ELAS-126858625 State: Arkansas

Universal Life Policy 07-300 - Informational

TOI: L09I Individual Life - Flexible Premium SERFF Status: Closed-Accepted State Tr Num: 47049

Adjustable Life For Informational Purposes

Sub-TOI: L09I.001 Single Life Co Tr Num: State Status: Filed-Closed

Filing Type: Form Reviewer(s): Linda Bird

Authors: Audrey Arnold, Samra Disposition Date: 10/18/2010

Mekbebe, Sabrena Lallmohamed,

Jillian Rios

Date Submitted: 10/14/2010 Disposition Status: Accepted For

Informational Purposes

Implementation Date:

Implementation Date Requested: On Approval

State Filing Description:

General Information

Project Name: 07-300 ESLI Informational

Project Number:

Requested Filing Mode: Informational

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 10/18/2010

Deemer Date:

Submitted By: Jillian Rios

Filing Description:

October 14, 2010

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 10/18/2010

Created By: Jillian Rios

Corresponding Filing Tracking Number:

The Honorable Jay Bradford, Insurance Commissioner

Arkansas Department of Insurance

1200 West Third Street

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Little Rock, AR 72201-1904

Re: AXA Equitable Life Insurance Company
NAIC #: 968-62944
FEIN #: 13-5570651
Form Number: 07-300 Individual Flexible Premium Universal Life Insurance Policy
SERFF Tracking Number: ELAS-126858625

Informational Filing

Dear Commissioner:

We are filing this letter for information regarding a change to the marketing focus and eligibility criteria for the above-referenced policy. The form was approved by the Department on July 21, 2007, SERFF Tracking Number ELAS-125200922.

The marketing focus and eligibility criteria for issue, as indicated in our original filing letter, were as follows:

“The policy will be offered to corporations and other business entities that meet the following conditions at issue:

1. The policies are part of an employer-sponsored plan (e.g. corporate owned or “split dollar” cases that are collaterally assigned to the company or “personally” owned and part of an executive bonus plan);
2. The person’s proposed to be insured are deemed by us to be “highly compensated” individuals;
3. The aggregate annualized first year planned periodic premium for the case is at least \$500,000 (excluding any 1035 exchanges) and the average policy face amount is \$500,000;
4. There is a minimum of 5 lives (i.e. a minimum of 5 policies must be issued each insuring the life of a different person).”

It is our intention to change this to the following:

“The policy is designed to be offered to corporations or other business entities for employer-sponsored non-qualified plans. The policy is anticipated to be used to fund deferred compensation plans but could also be used in applications such as multi-life split-dollar or executive bonus plans – as well as qualified plans or sales to members of professional associations. It is available for sale by our regular agency force and also via brokerage channels.

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The policy will be offered under either of conditions 1 or 2.

1. The policy will be offered to corporations and other business entities that meet the following at issue:

- a) The policies are employer owned or are employee owned in qualified or non-qualified benefit plans sponsored by the employer; and
- b) The persons proposed to be insured are deemed by us to be "highly compensated" individuals; and
- c) The policies are issued as part of a "case" with a minimum of 2 different lives with aggregate annualized first year planned periodic premium for the case of at least \$100,000 or an initial premium of at least \$300,000.

2. The policy will be offered to members of a recognized professional association of at least 500 members formed for a bona fide purpose other than the purchase of life insurance provided the following are met at issue:

- a) The executive management or governing body of the association, an affiliated entity of the association, or an entity with which the association has a contractual relationship relating to the provision of insurance coverage, expressly endorses (not necessarily on an exclusive basis) this policy; and
- b) The annualized first year planned periodic policy premium is at least \$50,000 or the initial policy premium is at least \$150,000."

We certify that no changes have been made to this previously approved individual flexible premium universal life policy form, which in all cases will continue to be the form that is issued. We further certify that if any changes are made to this form in the future, we will file it for the Department's review and approval prior to use.

We request that the information contained in this letter and any attachments hereto be treated as confidential and be exempted from disclosure in accordance with the state's Freedom of Information law or other similar laws, and that we be notified prior to any proposed release of this information.

If you have any questions or need additional information, please feel free to call me collect at (212) 314-2921.

Sincerely,

Estella A. Devian
Vice President

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Company and Contact

Filing Contact Information

Estella A. Devian, Vice President estella.devian@axa-financial.com
 1290 Avenue of the Americas, 14th Floor 212-314-2921 [Phone]
 New York, NY 10104 212-707-7493 [FAX]

Filing Company Information

AXA Equitable Life Insurance Company CoCode: 62944 State of Domicile: New York
 1290 Avenue of the Americas, 14-10 Group Code: 968 Company Type: LIFE Insurance
 New York,, NY 10104 Group Name: State ID Number:
 (212) 314-2921 ext. [Phone] FEIN Number: 13-5570651

Filing Fees

Fee Required? No
 Retaliatory? No
 Fee Explanation:
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
AXA Equitable Life Insurance Company	\$0.00	10/14/2010	

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	10/18/2010	10/18/2010

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Disposition

Disposition Date: 10/18/2010

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Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Health - Actuarial Justification		No
Supporting Document	Outline of Coverage		No