

GENERAL OFFER TERMS: EQUITABLE HOLDINGS, INC. ('EQUITABLE'), IS OFFERING TO PURCHASE UP TO 46,000,000 OF THE ABOVE UNITS FOR ALLIANCEBERNSTEIN HOLDING ('AB HOLDING'), **AT A PRICE OF USD 38.50 PER UNIT** (THE 'PURCHASE PRICE'), NET TO THE SELLER IN CASH, FOR AN AGGREGATE PURCHASE PRICE OF UP TO APPROXIMATELY USD 1.8 BILLION, AS FULLY DESCRIBED IN THE OFFER DOCUMENT.

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PRORATION: IF MORE THAN 46,000,000 UNITS ARE PROPERLY TENDERED, UPON THE TERMS AND SUBJECT TO THE CONDITIONS OF THE OFFER, EQUITABLE, WILL PURCHASE AN AGGREGATE OF 46,000,000 UNITS FROM THE TENDERING UNITHOLDERS ON A PRO RATA BASIS (WITH ADJUSTMENTS TO AVOID PURCHASES OF FRACTIONAL UNITS) BASED UPON THE NUMBER OF UNITS PROPERLY TENDERED BY EACH TENDERING UNITHOLDER AS OF THE EXPIRATION TIME, AS FULLY DESCRIBED IN THE OFFER DOCUMENT.

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A MAILING WILL BE MADE TO HOLDERS.

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IN GENERAL TERMS, THE PAYMENT DATE FOR VOLUNTARY CORPORATE ACTIONS IS APPROXIMATELY 7 TO 10 BUSINESS DAYS AFTER THE EXPIRATION DATE.

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IF YOU QUALIFY AND WISH TO TENDER YOUR SHARES, PLEASE INSTRUCT VIA MASS ELECTIONS, BY SELECTING 'POSITIONS' AND THEN 'OPTION 1'.