palcr 17th Annual Conference

Blurred Lines: The New Marketing Ecosystem









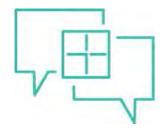
OUR BUSINESS

PROVIDING SOLUTIONS FOR INVESTMENT NEEDS TODAY, TOMORROW AND BEYOND



INSTITUTIONAL

Institutional investors and consultants engage with us for comprehensive investment solutions across capital markets.



INTERMEDIARIES

Individual investors and their financial advisors use our actionable insight and innovation to advance their vision.



PRIVATE WEALTH MANAGEMENT

Private clients draw on the full strength of our firm, which includes integrated wealth planning and management.



RESEARCH SERVICES

Investment managers around the world turn to the trusted research and trading execution of our sell-side firm.



OUR BUSINESS

THE STRENGTH TO FACE TOMORROW'S CHALLENGES

\$480 BILLION

IN ASSETS UNDER **MANAGEMENT**

OVER 40 YEARS

INVESTMENT **EXPERIENCE**

In US dollars. As of March 31, 2015. Source: AB

3,490 EMPLOYEES

203 BUY-SIDE ANALYSTS

146 PORTFOLIO MANAGERS

46 LOCATIONS

22 COUNTRIES



OUR BUSINESS

DEFINING THE FUTURE OF DC



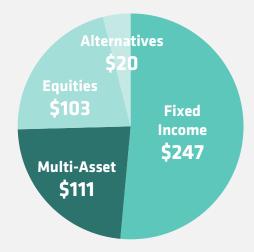
- + 1st Multi-Insurer Secure Lifetime Income Solution
- + Multi-Manager Target Date 'disruptive technology'
- + 3 of the Top 15 & 6 of the Top 30 US DC Plans*

BEST OF THE BEST IN TAIWAN*



- + AUM \$20.3B
- + The largest fund manager in Taiwan
- + 1st to Introduce Monthly Dividend Shares - 2001

ALL MARKETS ALL ASSET CLASSES



Outperforming Services*

- + 87% of fixed income
- + 81% of active equity
 *for the 3-year period ending
 September 30, 2015

Building New Services

+ Alternatives AUM has doubled since 2009



INTERAL UNITY EXTERNAL CLARITY



WE'VE EVOLVED

YESTERDAY

TODAY



SANFORD C. BERNSTEIN & CO., LLC A subsidiary of Alliance Capital Management L.P.









AllianceBernstein Alternative Investments

Alliance

Growth Equities



ALLIANCEBERNSTEIN

Bernstein

SANFORD C. BERNSTEIN





ACM Funds







△ALLIANCEBERNSTEIN[™]

MANAGED ACCOUNTS

BERNSTEIN ST

Investment Research and Management













AllianceBernstein



AllianceBernstein **Blend Strategies**



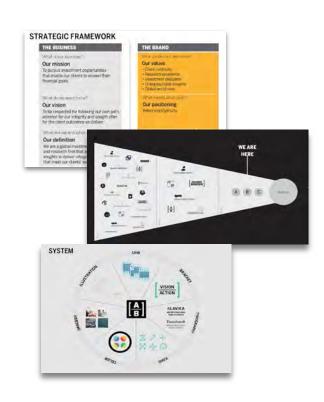






3 PHASES. 15 MONTHS.







AUDIT & ASSESS

2 Mo. - Research

DEFINE & CREATE

2 Mo. - Initial Design 1 Mo. - Approvals 6 Mo. - Operationalize

ACTIVATE & MEASURE

3 Mo. - Execute/Coordinate

ALLIANCEBERNSTEIN BRAND TRANSFORMATION

AHEAD OF TOMORROW

Every day brings a new set of investment challenges and opportunities. Through our unique combination of expertise, innovative offerings and global reach, we anticipate and advance what's next-applying collective insights to keep clients ahead of tomorrow.



AHEAD OF TOMORROW®

CHANNELS

RETAIL MESSAGE PLATFORM

INSTITUTIONAL MESSAGE PLATFORM

PRIVATE CLIENT MESS		
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DEFINED CONTRIBUTION MESSAGE PLATFORM

Pear Paper, Good Proposition & Name Paper Transport and other

SELL-SIDE MESSAGE PLATFORM

PLATFORMS







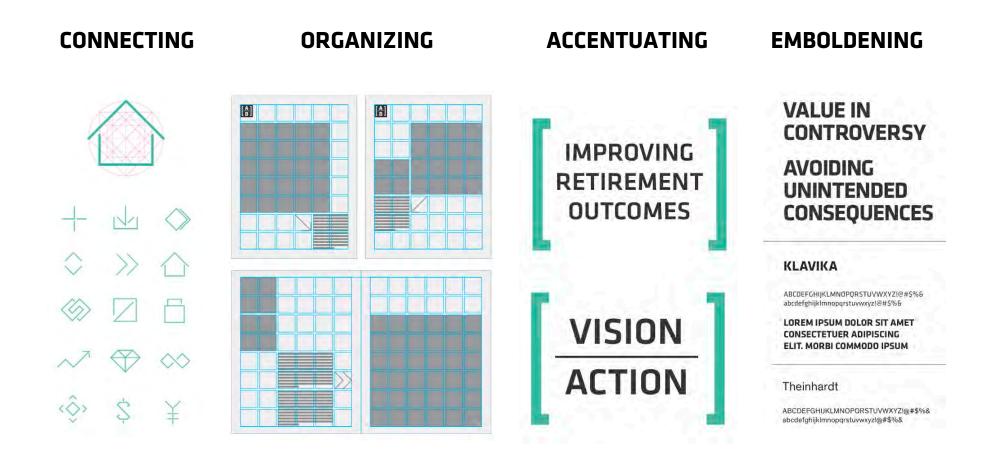




CONNECTING **ORGANIZING ACCENTUATING EMBOLDENING**



DESIGN PRINCIPLES





BETTER TOGETHER





COLLABORATIVE INSIGHTS





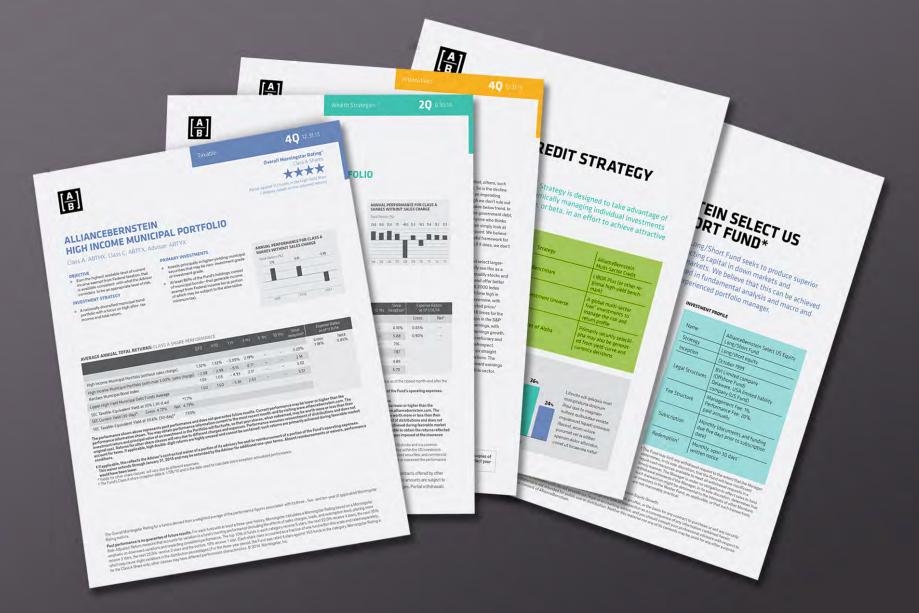
COLLABORATIVE INSIGHTS



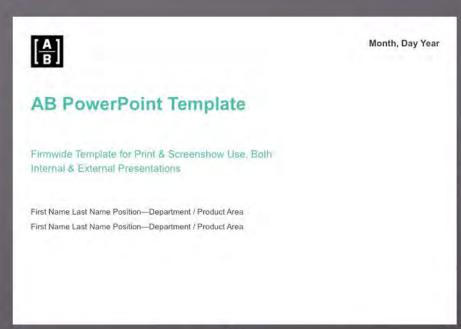
ACTIONABLE IDEAS



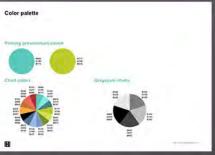
INNOVATIVE OFFERINGS

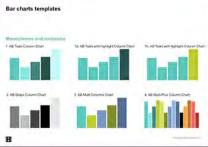


ENHANCING & ENGAGING



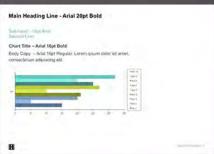








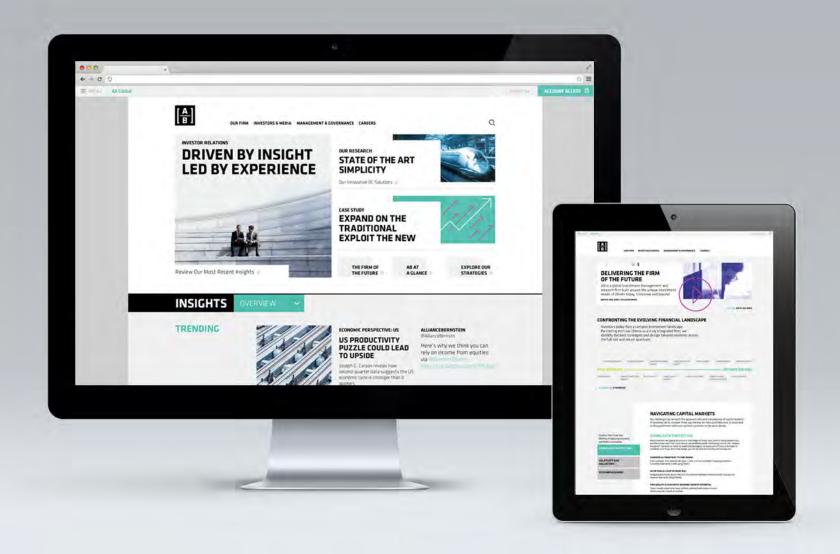








DELIVERING THE FIRM OF THE FUTURE







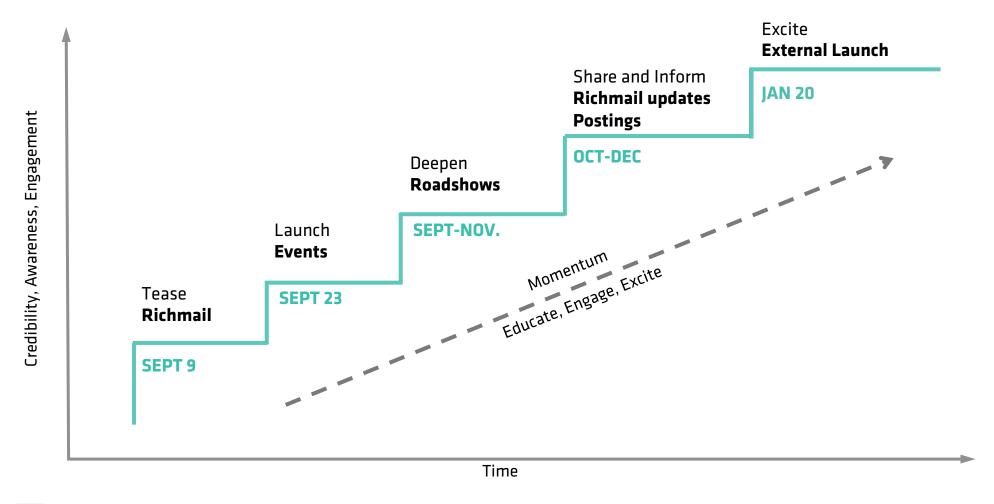






A STRUCTURED APPROACH TO BUILD MOMENTUM

INTERNALLY AND EXTERNALLY





ADVERTISING

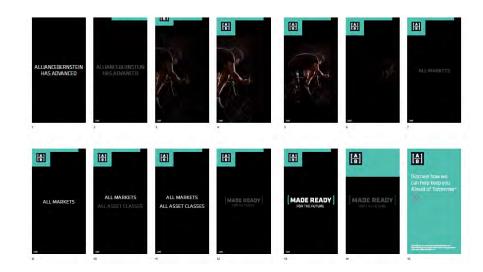














THANK YOU.

