

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-NT

Initial quarterly Form 13F notice report filed by institutional managers

Filing Date: **2013-01-28** | Period of Report: **2012-12-31**  
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FILER

**AXA FINANCIAL INC**

CIK:[888002](#) | IRS No.: [133623351](#) | State of Incorporation: **DE** | Fiscal Year End: **1231**  
Type: **13F-NT** | Act: **34** | File No.: [028-03344](#) | Film No.: **13551634**  
SIC: **6311** Life insurance

Mailing Address  
*1290 AVENUE OF THE  
AMERICAS  
NEW YORK NY 10104*

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 13F

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: December 31, 2012

Check here if Amendment [ ] ; Amendment Number: \_\_\_\_

This Amendment (Check only one.): [ ] is a restatement.

[ ] adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: AXA FINANCIAL, INC.  
Address: 1290 Avenue of the Americas  
New York, New York 10104

13F File Number: 28-3344

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: Allen Zabusky  
Title: Senior Vice President and Controller  
Phone: (201) 743-5327

Signature, Place, and Date of Signing:

/s/ Allen Zabusky	Jersey City, N.J.	October 15, 2012
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[Signature]	[City, State]	[Date]

(Please direct all questions to Dean Dubovy, (201) 743-5068 )

Report Type (Check only one.):

[ ] 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)

[X] 13F NOTICE. (Check here if no holdings reported are in this report, and

all holdings are reported by other reporting manager(s).)

[ ] 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

List of Other Managers Reporting for this Manager:  
[If there are no entries in this list, omit this section.]

Form 13F File Number	Name
28-3570	AXA
28-10562	AllianceBernstein

FORM 13F SUMMARY PAGE

Report Summary:

Number of Other Included Managers: None

Form 13F Information Table Entry Total: None

Form 13F Information Table Value Total: None