

2017 Special Meeting Admission Ticket

AllianceBernstein Holding L.P.
Friday, September 29, 2017 9:30 A.M.
1345 Avenue of The Americas
41st Floor
New York, NY 10105

Upon arrival, please present this admission ticket
and photo identification at the registration desk.

Important notice regarding the Internet availability of proxy materials for the Special Meeting of Unitholders. The Proxy Statement is available at: www.abglobal.com

▼ IF YOU HAVE NOT VOTED VIA THE INTERNET OR TELEPHONE, FOLD ALONG THE PERFORATION, DETACH AND RETURN THE BOTTOM PORTION IN THE ENCLOSED ENVELOPE. ▼



ALLIANCEBERNSTEIN®

PROXY — AllianceBernstein Holding L.P.

Special Meeting of Unitholders – September 29, 2017

THIS PROXY IS SOLICITED BY THE BOARD OF DIRECTORS OF THE COMPANY

The undersigned hereby appoints Laurence E. Cranch and David M. Lesser, and each of them, with power to act without the other and with power of substitution, as proxies and attorneys-in-fact and hereby authorizes them to represent and vote, as provided on the other side, all AllianceBernstein Holding Units which the undersigned is entitled to vote, and, in their discretion, to vote upon such other business as may properly come before the Special Meeting of Unitholders of the company to be held September 29, 2017 or at any adjournment or postponement thereof, with all powers which the undersigned would possess if present at the Special Meeting.

THIS PROXY WILL BE VOTED AS DIRECTED, OR IF NO DIRECTION IS INDICATED, WILL BE VOTED "FOR" THE APPROVAL OF THE 2017 LONG TERM INCENTIVE PLAN.

(Continued and to be marked, dated and signed, on the other side)