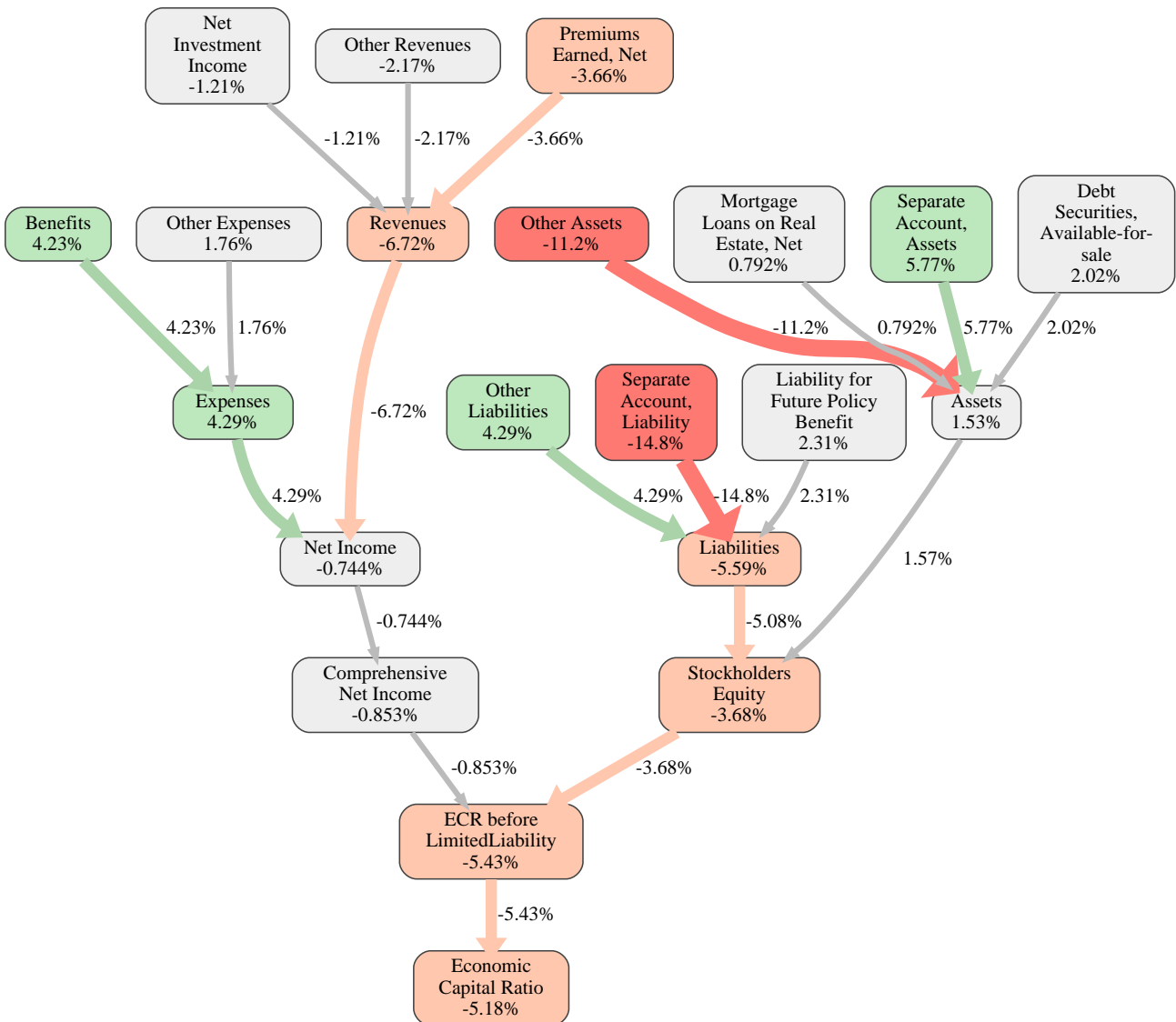




RealRate

# LIFE INSURANCE 2011

## Prudential Financial INC Rank 5 of 6





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## Prudential Financial INC Rank 5 of 6



The relative strengths and weaknesses of Prudential Financial INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Prudential Financial INC compared to the market average is the variable Separate Account, Assets, increasing the Economic Capital Ratio by 5.8% points. The greatest weakness of Prudential Financial INC is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 5.2% points below the market average of 26%.

Input Variable	Value in 1000 USD
Benefits	22,494,000
Debt Securities, Available-for-sale	202,724,000
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	133,874,000
Mortgage Loans on Real Estate, Net	31,831,000
Net Investment Income	11,875,000
Other Assets	97,523,000
Other Compr. Net Income	3,410,000
Other Expenses	12,808,000
Other Liabilities	165,276,000
Other Net Income	94,000
Other Revenues	8,279,000
Premiums Earned, Net	18,260,000
Separate Account, Assets	207,776,000
Separate Account, Liability	207,776,000

Output Variable	Value in 1000 USD
Liabilities	506,926,000
Assets	539,854,000
Expenses	35,302,000
Revenues	38,414,000
Stockholders Equity	32,928,000
Net Income	3,206,000
Comprehensive Net Income	6,616,000
BaseVar	562,000,000
ECR before LimitedLiability	4.4%
Economic Capital Ratio	21%