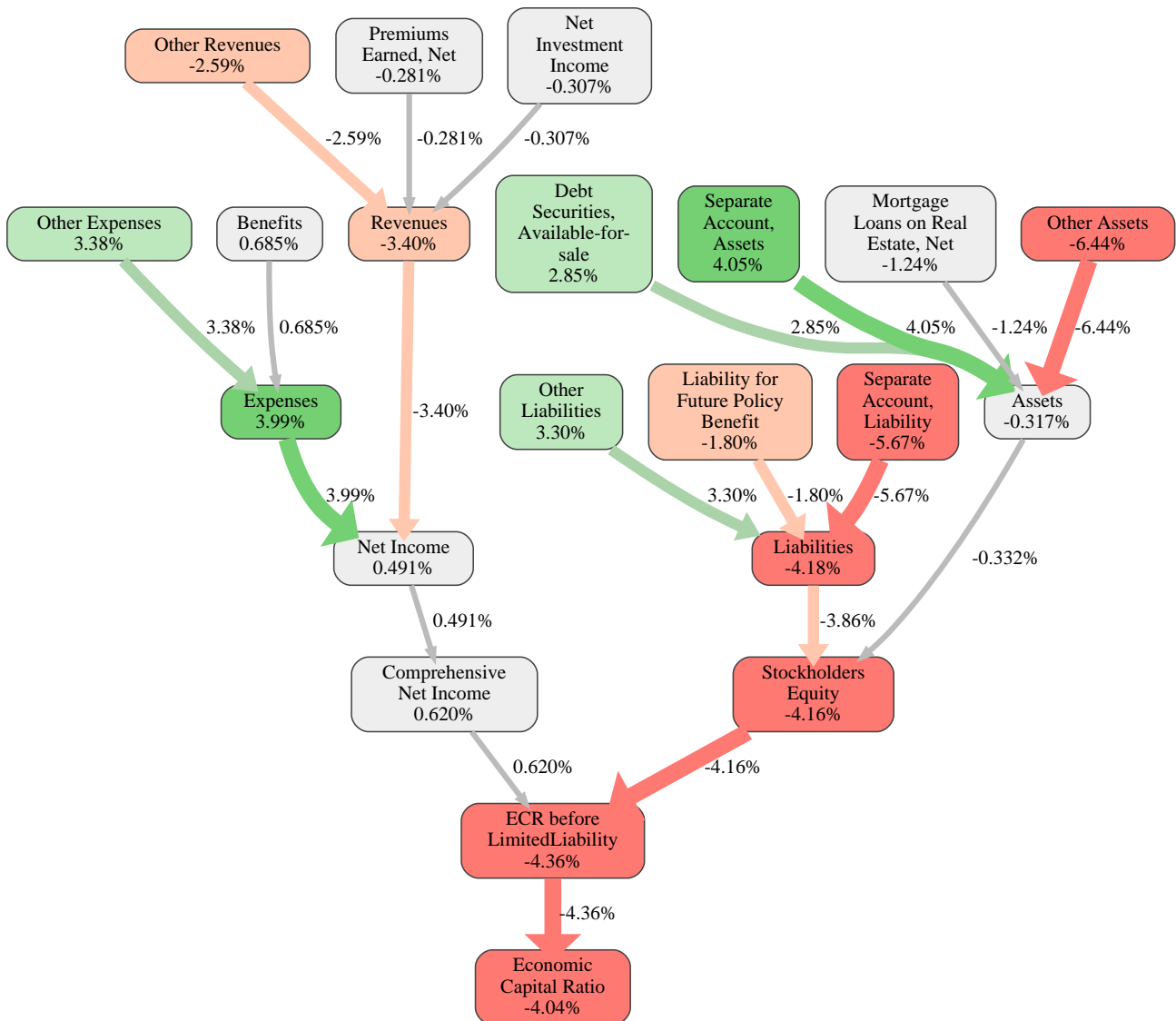




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# LIFE INSURANCE 2012

## Prudential Financial INC Rank 22 of 31





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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 4.1% points. The greatest weakness of Prudential Financial INC is the variable Other Assets, reducing the Economic Capital Ratio by 6.4% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 4.0% points below the market average of 25%.

Input Variable	Value in 1000 USD
Benefits	28,098,000
Debt Securities, Available-for-sale	262,183,000
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	170,459,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	13,124,000
Other Assets	143,958,000
Other Compr. Net Income	2,513,000
Other Expenses	17,429,000
Other Liabilities	197,871,000
Other Net Income	220,000
Other Revenues	11,583,000
Premiums Earned, Net	24,338,000
Separate Account, Assets	218,380,000
Separate Account, Liability	218,380,000

Output Variable	Value in 1000 USD
Liabilities	586,710,000
Assets	624,521,000
Expenses	45,527,000
Revenues	49,045,000
Stockholders Equity	37,811,000
Net Income	3,738,000
Comprehensive Net Income	6,251,000
BaseVar	654,268,000
ECR before LimitedLiability	4.2%
Economic Capital Ratio	21%