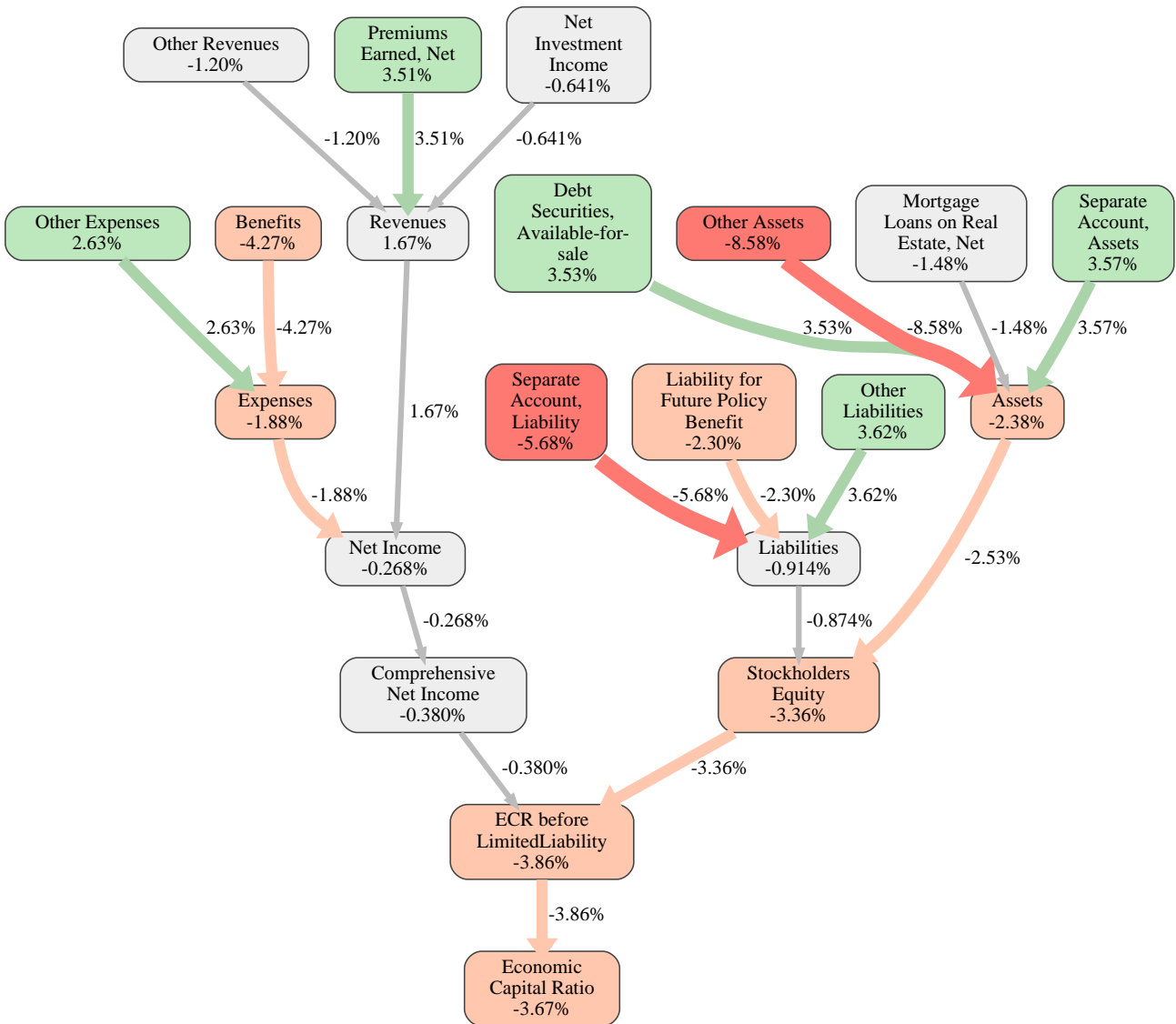




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Prudential Financial INC Rank 19 of 25





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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 Other Liabilities, increasing the Economic Capital Ratio by 3.6% points. The greatest weakness of Prudential Financial INC is the variable Other Assets, reducing the Economic Capital Ratio by 8.6% points.

The company's Economic Capital Ratio, given in the ranking table, is 20%, being 3.7% points below the market average of 24%.

Input Variable	Value in 1000 USD
Benefits	69,365,000
Debt Securities, Available-for-sale	309,613,000
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	216,050,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	13,661,000
Other Assets	146,431,000
Other Compr. Net Income	4,891,000
Other Expenses	14,978,000
Other Liabilities	200,703,000
Other Net Income	75,000
Other Revenues	5,800,000
Premiums Earned, Net	65,354,000
Separate Account, Assets	253,254,000
Separate Account, Liability	253,254,000

Output Variable	Value in 1000 USD
Liabilities	670,007,000
Assets	709,298,000
Expenses	84,343,000
Revenues	84,815,000
Stockholders Equity	39,291,000
Net Income	547,000
Comprehensive Net Income	5,438,000
BaseVar	776,714,500
ECR before LimitedLiability	3.6%
Economic Capital Ratio	20%