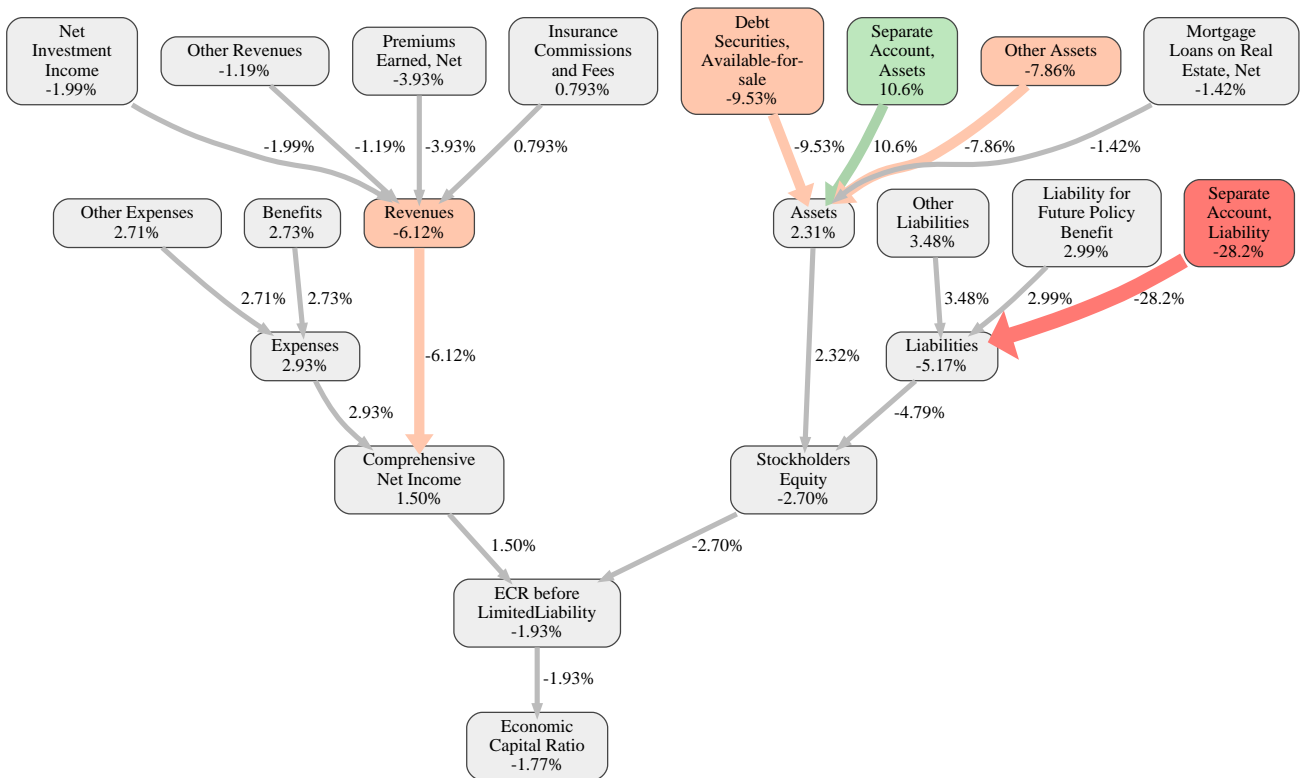




RealRate

LIFE INSURANCE 2014

Pruco LIFE Insurance CO Rank 15 of 27





LIFE INSURANCE 2014

Pruco LIFE Insurance CO Rank 15 of 27



The relative strengths and weaknesses of Pruco LIFE Insurance CO 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 Pruco LIFE Insurance CO compared to the market average is the variable Separate Account, Assets, increasing the Economic Capital Ratio by 11% points. The greatest weakness of Pruco LIFE Insurance CO is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 28% points.

The company's Economic Capital Ratio, given in the ranking table, is 20%, being 1.8% points below the market average of 21%.

Input Variable	Value in 1000 USD
Benefits	224,661
Debt Securities, Available-for-sale	5,652,172
Insurance Commissions and Fees	1,880,925
Liability for Future Policy Benefit	6,916,669
Mortgage Loans on Real Estate, Net	0
Net Investment Income	419,011
Other Assets	23,267,635
Other Compr. Net Income	-210,815
Other Expenses	932,903
Other Liabilities	17,596,917
Other Net Income	0
Other Revenues	338,987
Premiums Earned, Net	56,851
Separate Account, Assets	100,402,349
Separate Account, Liability	100,402,349

Output Variable	Value in 1000 USD
Liabilities	124,915,935
Assets	129,322,156
Expenses	1,157,564
Revenues	2,695,774
Stockholders Equity	4,406,221
Net Income	1,538,210
Comprehensive Net Income	1,327,395
BaseVar	129,151,122
ECR before LimitedLiability	2.8%
Economic Capital Ratio	20%