





RealRate

LIFE INSURANCE 2014

Prudential Financial INC Rank 19 of 27



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 2.4% points. The greatest weakness of Prudential Financial INC is the variable Other Assets, reducing the Economic Capital Ratio by 7.7% points.

The company's Economic Capital Ratio, given in the ranking table, is 19%, being 2.3% points below the market average of 21%.

Input Variable	Value in 1000 USD
Benefits	29,844,000
Debt Securities, Available-for-sale	296,776,000
Insurance Commissions and Fees	5,415,000
Liability for Future Policy Benefit	206,859,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	14,729,000
Other Assets	149,945,000
Other Compr. Net Income	-1,640,000
Other Expenses	12,243,000
Other Liabilities	203,981,000
Other Net Income	66,000
Other Revenues	-4,920,000
Premiums Earned, Net	26,237,000
Separate Account, Assets	285,060,000
Separate Account, Liability	285,060,000

Output Variable	Value in 1000 USD
Liabilities	695,900,000
Assets	731,781,000
Expenses	42,087,000
Revenues	41,461,000
Stockholders Equity	35,881,000
Net Income	-560,000
Comprehensive Net Income	-2,200,000
BaseVar	756,467,500
ECR before Limited Liability	2.2%
Economic Capital Ratio	19%