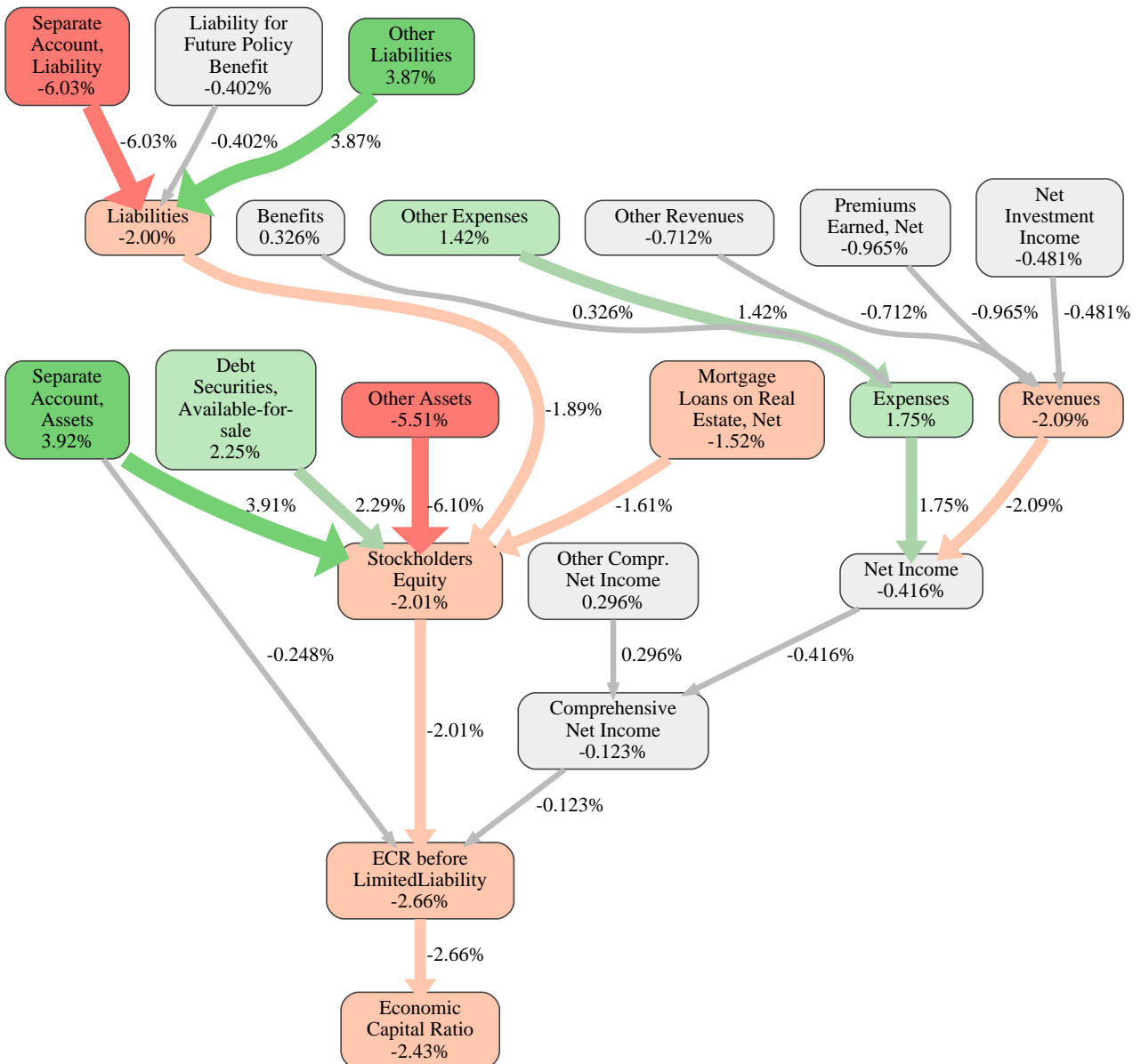




RealRate

# LIFE INSURANCE 2015

## Prudential Financial INC Rank 17 of 26





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## Prudential Financial INC Rank 17 of 26



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 3.9% points. The greatest weakness of Prudential Financial INC is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 6.0% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 2.4% points below the market average of 23%.

Input Variable	Value in 1000 USD
Benefits	35,850,000
Debt Securities, Available-for-sale	308,951,000
Insurance Commissions and Fees	6,179,000
Liability for Future Policy Benefit	217,766,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	15,256,000
Other Assets	161,269,000
Other Compr. Net Income	7,312,000
Other Expenses	16,845,000
Other Liabilities	210,105,000
Other Net Income	28,000
Other Revenues	3,377,000
Premiums Earned, Net	29,293,000
Separate Account, Assets	296,435,000
Separate Account, Liability	296,435,000

Output Variable	Value in 1000 USD
Liabilities	724,306,000
Assets	766,655,000
Expenses	52,695,000
Revenues	54,105,000
Stockholders Equity	42,349,000
Net Income	1,438,000
Comprehensive Net Income	8,750,000
BaseVar	802,550,500
ECR before LimitedLiability	4.0%
Economic Capital Ratio	21%