





LIFE INSURANCE 2016

Prudential Financial INC Rank 11 of 22



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 3.0% points. The greatest weakness of Prudential Financial INC is the variable Other Assets, reducing the Economic Capital Ratio by 5.9% points.

The company's Economic Capital Ratio, given in the ranking table, is 20%, being 1.7% points below the market average of 22%.

Input Variable	Value in 1000 USD
Benefits	34,106,000
Debt Securities, Available-for-sale	299,597,000
Insurance Commissions and Fees	5,972,000
Liability for Future Policy Benefit	224,384,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	14,829,000
Other Assets	172,221,000
Other Compr. Net Income	-3,835,000
Other Expenses	17,316,000
Other Liabilities	205,511,000
Other Net Income	15,000
Other Revenues	7,797,000
Premiums Earned, Net	28,521,000
Separate Account, Assets	285,570,000
Separate Account, Liability	285,570,000

Output Variable	Value in 1000 USD
Liabilities	715,465,000
Assets	757,388,000
Expenses	51,422,000
Revenues	57,119,000
Stockholders Equity	41,923,000
Net Income	5,712,000
Comprehensive Net Income	1,877,000
BaseVar	792,622,000
ECR before LimitedLiability	3.1%
Economic Capital Ratio	20%