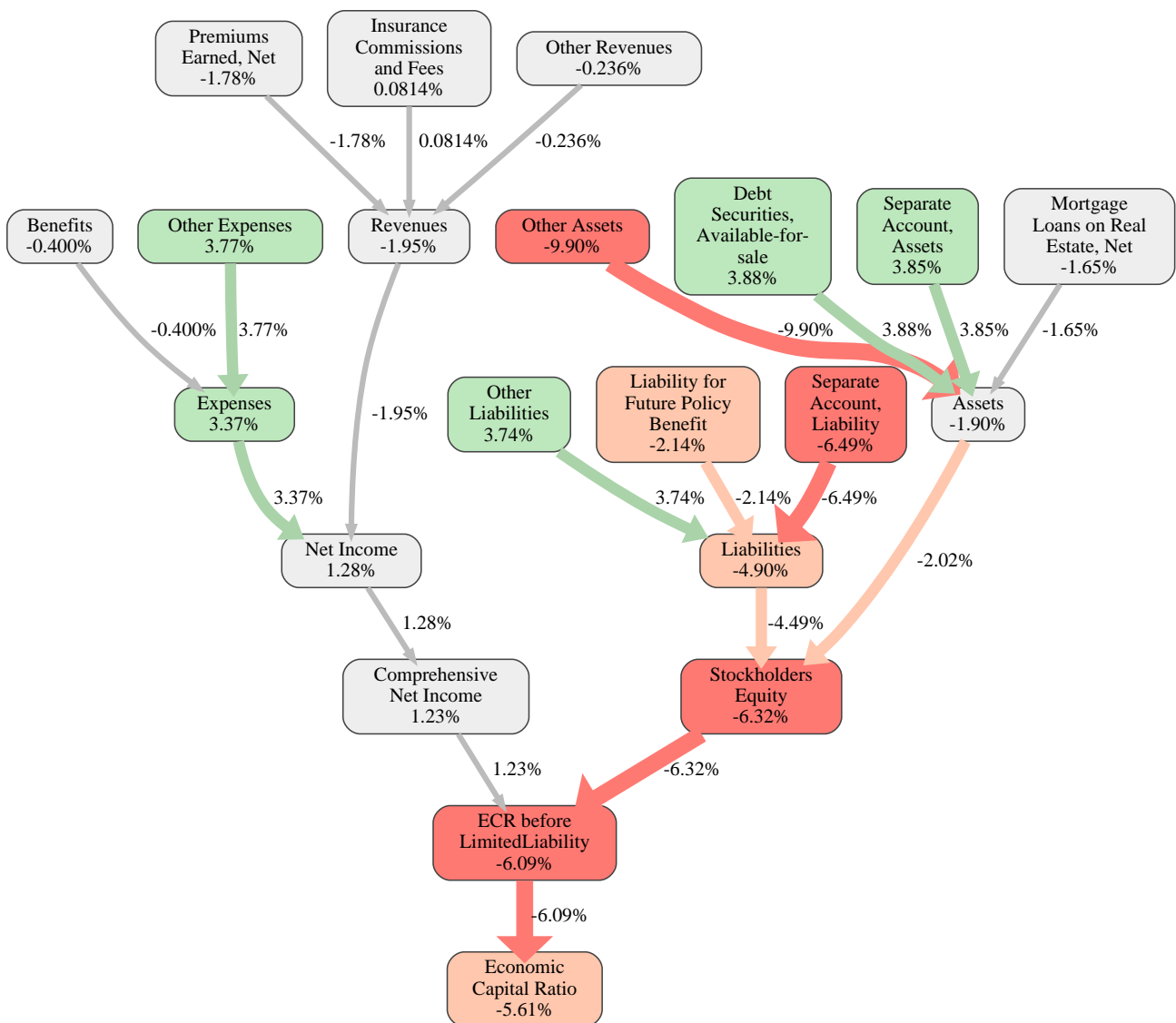




RealRate

# LIFE INSURANCE 2017

## 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 Debt Securities, Available-for-sale, increasing the Economic Capital Ratio by 3.9% points. The greatest weakness of Prudential Financial INC is the variable Other Assets, reducing the Economic Capital Ratio by 9.9% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 5.6% points below the market average of 26%.

Input Variable	Value in 1000 USD
Benefits	37,393,000
Debt Securities, Available-for-sale	331,167,000
Insurance Commissions and Fees	5,906,000
Liability for Future Policy Benefit	240,908,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	15,520,000
Other Assets	165,159,000
Other Compr. Net Income	2,285,000
Other Expenses	17,016,000
Other Liabilities	209,330,000
Other Net Income	49,000
Other Revenues	6,389,000
Premiums Earned, Net	30,964,000
Separate Account, Assets	287,636,000
Separate Account, Liability	287,636,000

Output Variable	Value in 1000 USD
Liabilities	737,874,000
Assets	783,962,000
Expenses	54,409,000
Revenues	58,779,000
Stockholders Equity	46,088,000
Net Income	4,419,000
Comprehensive Net Income	6,704,000
BaseVar	818,679,000
ECR before LimitedLiability	3.9%
Economic Capital Ratio	21%