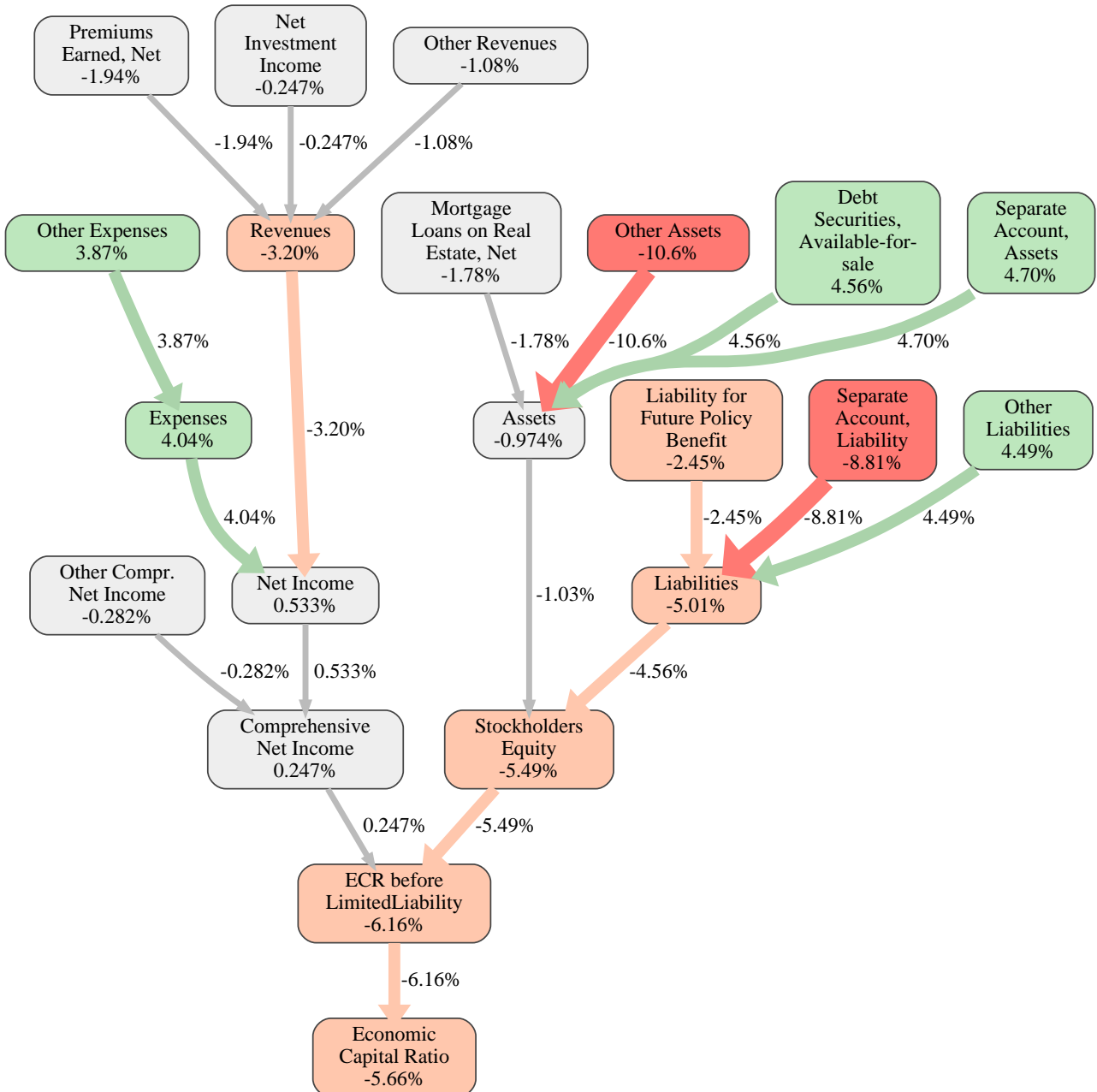




RealRate

LIFE INSURANCE 2018

Prudential Financial INC Rank 22 of 28





LIFE INSURANCE 2018

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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 4.7% points. The greatest weakness of Prudential Financial INC is the variable Other Assets, reducing the Economic Capital Ratio by 11% points.

The company's Economic Capital Ratio, given in the ranking table, is 21%, being 5.7% points below the market average of 27%.

Input Variable	Value in 1000 USD
Benefits	37,616,000
Debt Securities, Available-for-sale	352,954,000
Insurance Commissions and Fees	5,303,000
Liability for Future Policy Benefit	257,317,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	16,435,000
Other Assets	172,350,000
Other Compr. Net Income	2,342,000
Other Expenses	14,148,000
Other Liabilities	213,643,000
Other Net Income	49,000
Other Revenues	5,860,000
Premiums Earned, Net	32,091,000
Separate Account, Assets	306,617,000
Separate Account, Liability	306,617,000

Output Variable	Value in 1000 USD
Liabilities	777,577,000
Assets	831,921,000
Expenses	51,764,000
Revenues	59,689,000
Stockholders Equity	54,344,000
Net Income	7,974,000
Comprehensive Net Income	10,316,000
BaseVar	861,671,000
ECR before LimitedLiability	4.7%
Economic Capital Ratio	21%