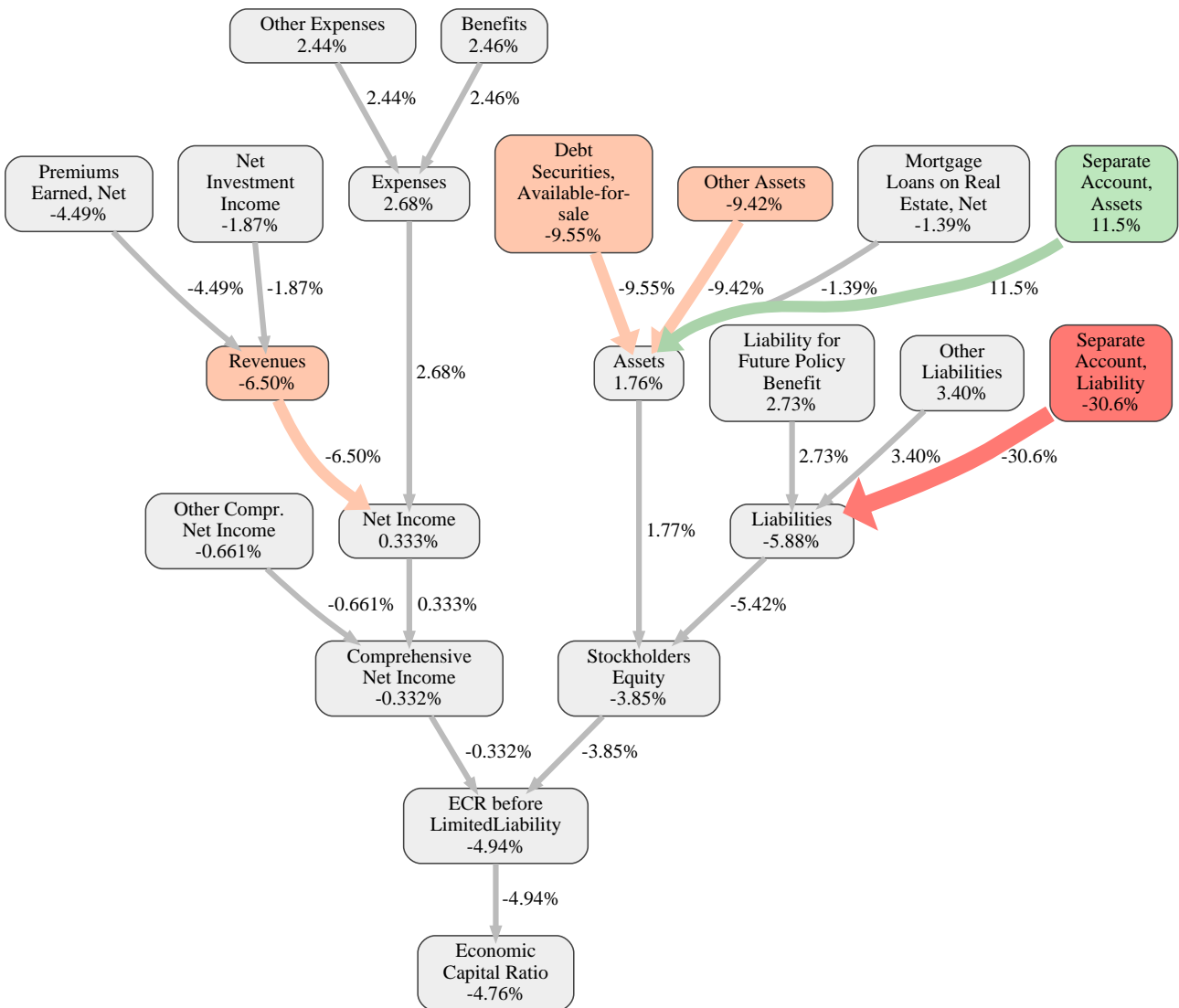




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LIFE INSURANCE 2013

Pruco LIFE Insurance CO Rank 25 of 25





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The relative strengths and weaknesses of Pruco LIFE Insurance CO 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 Pruco LIFE Insurance CO compared to the market average is the variable Separate Account, Assets, increasing the Economic Capital Ratio by 12% points. The greatest weakness of Pruco LIFE Insurance CO is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 31% points.

The company's Economic Capital Ratio, given in the ranking table, is 19%, being 4.8% points below the market average of 24%.

Input Variable	Value in 1000 USD
Benefits	519,486
Debt Securities, Available-for-sale	6,140,092
Insurance Commissions and Fees	0
Liability for Future Policy Benefit	6,696,813
Mortgage Loans on Real Estate, Net	0
Net Investment Income	417,510
Other Assets	15,194,189
Other Compr. Net Income	53,833
Other Expenses	1,020,454
Other Liabilities	11,121,576
Other Net Income	0
Other Revenues	1,738,631
Premiums Earned, Net	68,136
Separate Account, Assets	80,887,276
Separate Account, Liability	80,887,276

Output Variable	Value in 1000 USD
Liabilities	98,705,665
Assets	102,221,557
Expenses	1,539,940
Revenues	2,224,277
Stockholders Equity	3,515,892
Net Income	684,337
Comprehensive Net Income	738,170
BaseVar	102,372,636
ECR before LimitedLiability	2.5%
Economic Capital Ratio	19%