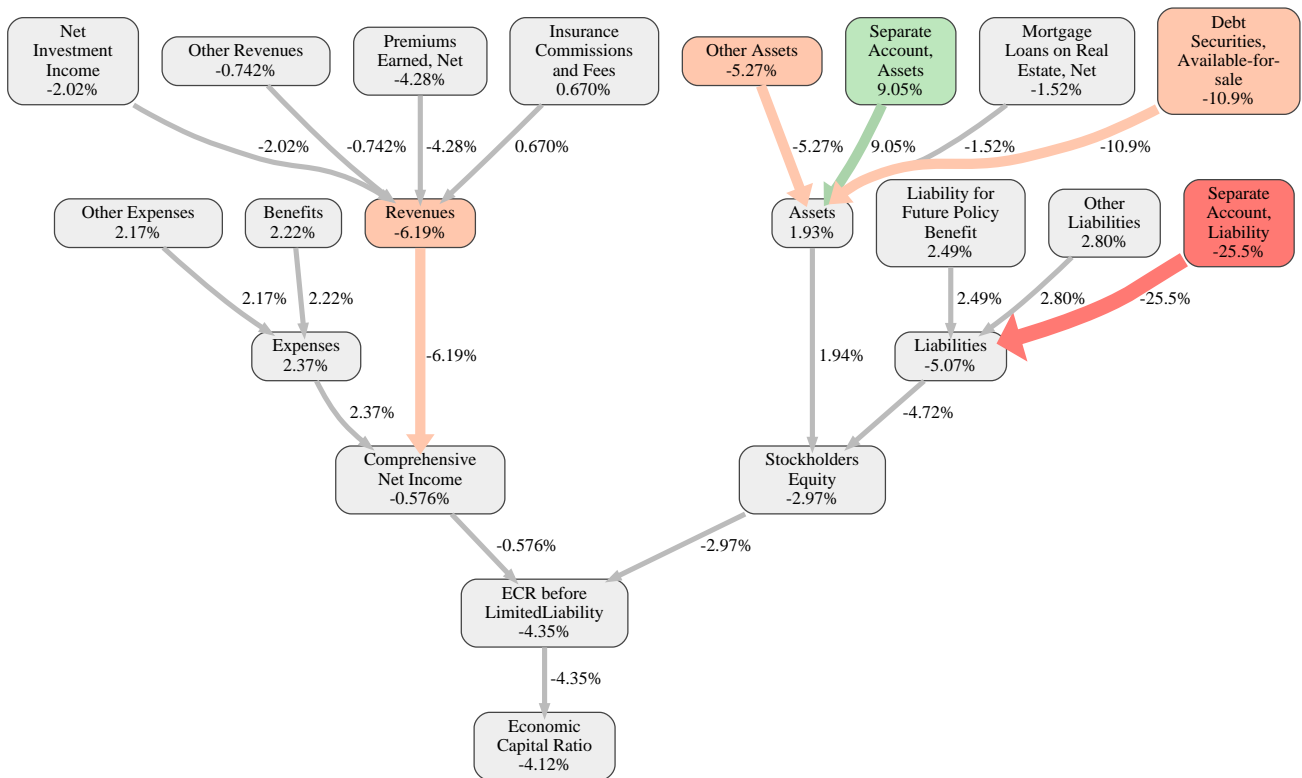




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LIFE INSURANCE 2015

Pruco LIFE Insurance CO Rank 24 of 26





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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 9.1% points. The greatest weakness of Pruco LIFE Insurance CO is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 26% points.

The company's Economic Capital Ratio, given in the ranking table, is 19%, being 4.1% points below the market average of 23%.

Input Variable	Value in 1000 USD
Benefits	712,029
Debt Securities, Available-for-sale	6,224,064
Insurance Commissions and Fees	2,074,852
Liability for Future Policy Benefit	13,915,330
Mortgage Loans on Real Estate, Net	0
Net Investment Income	404,018
Other Assets	30,423,348
Other Compr. Net Income	122,045
Other Expenses	1,596,265
Other Liabilities	18,178,097
Other Net Income	0
Other Revenues	549,021
Premiums Earned, Net	66,206
Separate Account, Assets	109,194,192
Separate Account, Liability	109,194,192

Output Variable	Value in 1000 USD
Liabilities	141,287,619
Assets	145,841,604
Expenses	2,308,294
Revenues	3,094,097
Stockholders Equity	4,553,985
Net Income	785,803
Comprehensive Net Income	907,848
BaseVar	146,326,830
ECR before LimitedLiability	2.2%
Economic Capital Ratio	19%