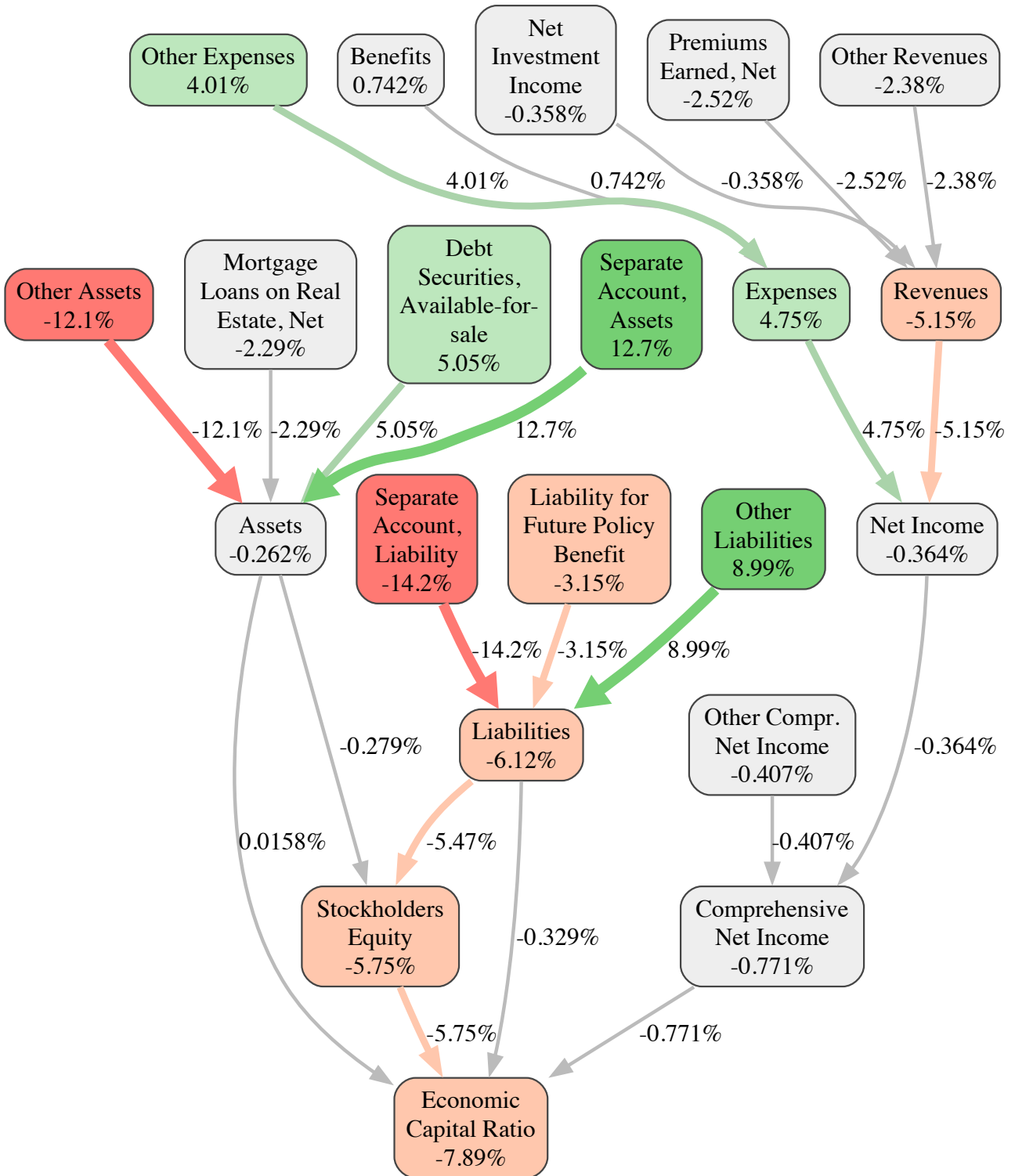




RealRate

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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 13% points. The greatest weakness of Prudential Financial INC is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 14% points.

The company's Economic Capital Ratio, given in the ranking table, is 5.7%, being 7.9% points below the market average of 14%.

Input Variable	Value in 1000 USD
Benefits	41,700,000
Debt Securities, Available-for-sale	391,096,000
Insurance Commissions and Fees	5,978,000
Liability for Future Policy Benefit	293,527,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	17,585,000
Other Assets	193,175,000
Other Compr. Net Income	13,074,000
Other Expenses	18,969,000
Other Liabilities	227,025,000
Other Net Income	100,000
Other Revenues	7,042,000
Premiums Earned, Net	34,202,000
Separate Account, Assets	312,281,000

Output Variable	Value in 1000 USD
Liabilities	832,833,000
Assets	896,552,000
Expenses	60,669,000
Revenues	64,807,000
Stockholders Equity	63,719,000
Net Income	4,238,000
Comprehensive Net Income	17,312,000
Economic Capital Ratio	5.7%



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Input Variable	Value in 1000 USD
Separate Account, Liability	312,281,000