





LIFE INSURANCE 2017

PRUDENTIAL FINANCIAL INC Rank 16 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 Other Expenses, increasing the Economic Capital Ratio by 8.9% 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 5.8%, being 4.8% points below the market average of 11%.

| 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 |
| Economic Capital Ratio | 5.8% |

