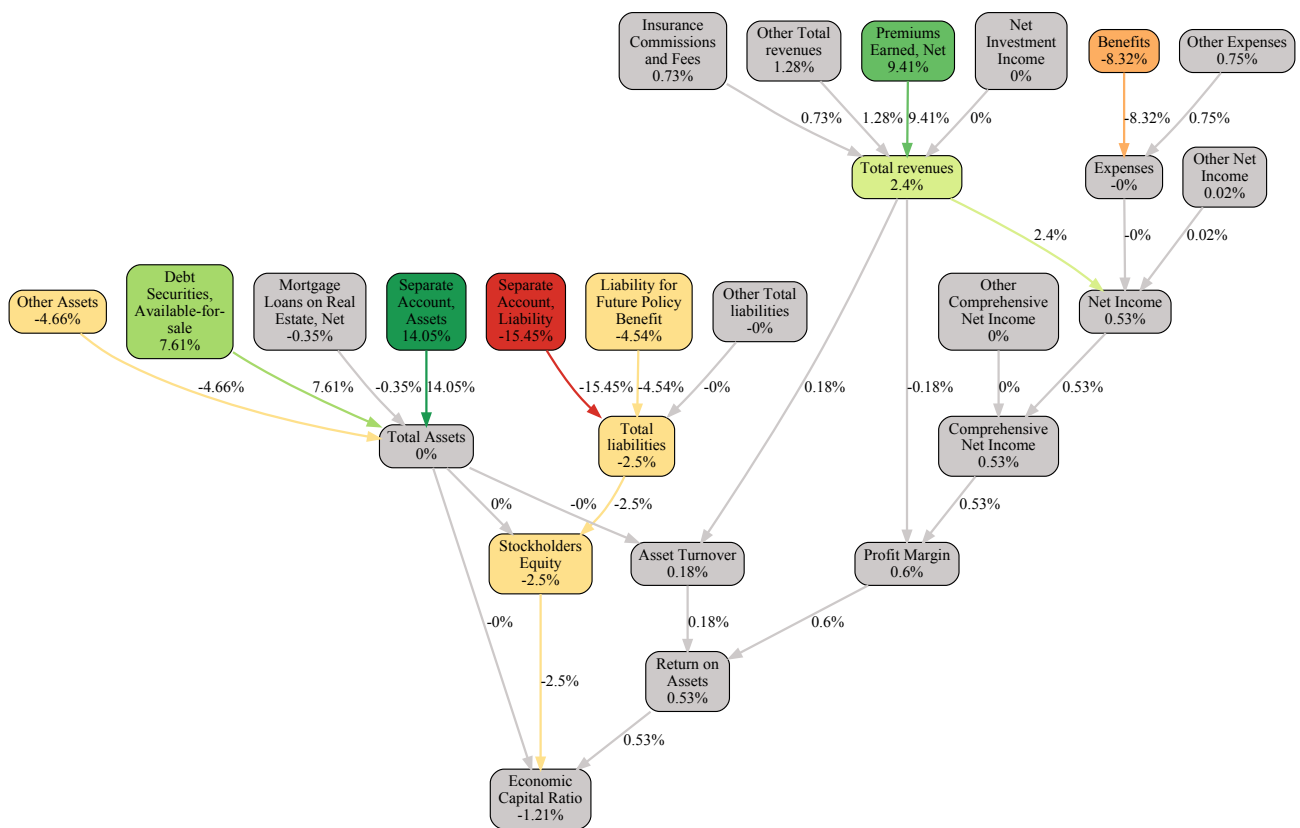




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LIFE INSURANCE 2017

PRUDENTIAL FINANCIAL INC Rank 15 of 25



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• Financial Strength Rankings using Artificial Intelligence

• www.realrate.ai

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 14% points. The greatest weakness of PRUDENTIAL FINANCIAL INC is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 15% points.

The company's Economic Capital Ratio, given in the ranking table, is 4.7%, being 1.2% points below the market average of 5.9%.

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 Comprehensive Net Income	0
Other Expenses	17,016,000
Other Net Income	49,000
Other Total liabilities	209,330,000
Other Total 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
Expenses	54,409,000
Total revenues	58,779,000
Total liabilities	737,874,000
Total Assets	783,962,000
Stockholders Equity	46,088,000
Net Income	4,419,000
Comprehensive Net Income	4,419,000
Asset Turnover	7.5%
Profit Margin	7.5%
Return on Assets	0.56%
Economic Capital Ratio	4.7%