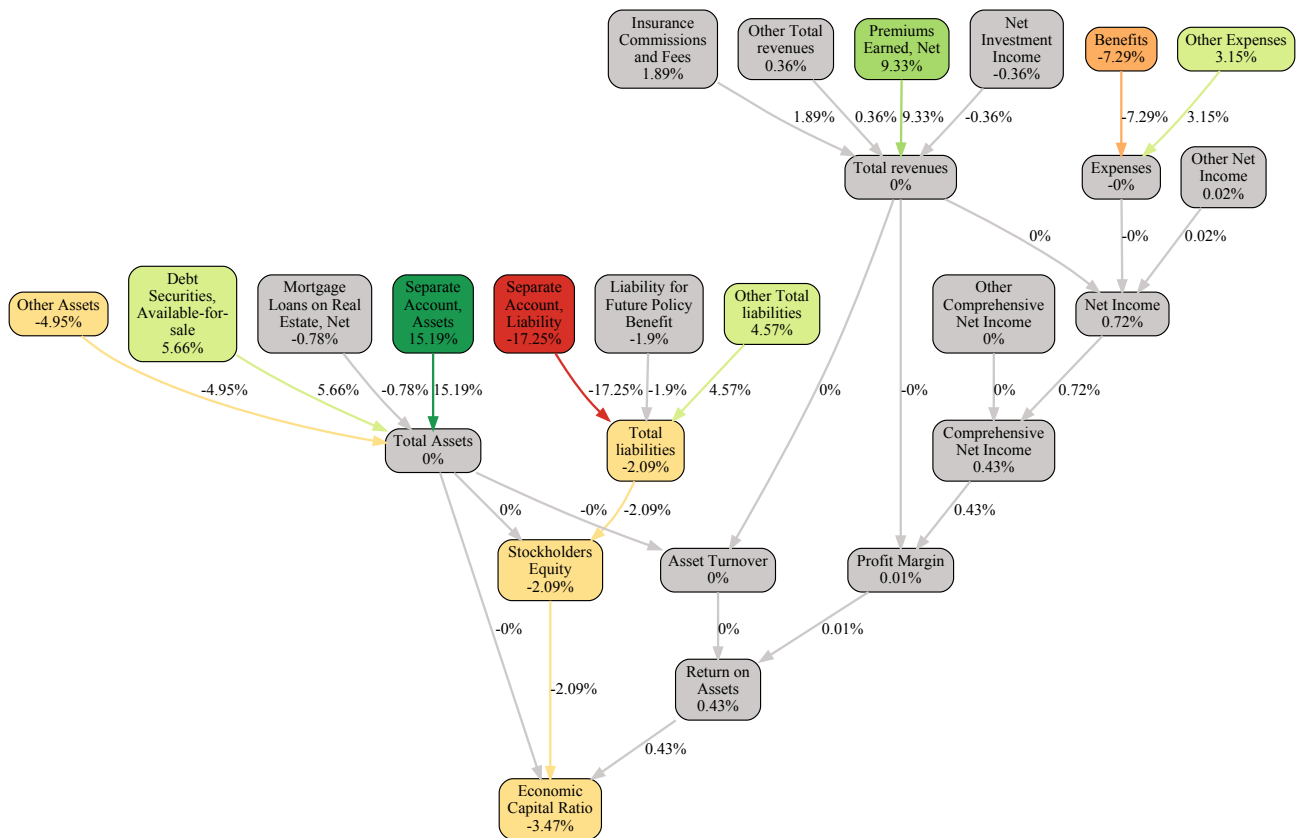




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PRUDENTIAL FINANCIAL INC Rank 17 of 25



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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 15% points. The greatest weakness of PRUDENTIAL FINANCIAL INC is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 17% points.

The company's Economic Capital Ratio, given in the ranking table, is 6.2%, being 3.5% points below the market average of 9.7%.

Input Variable	Value in 1000 USD
Benefits	37,616,000
Debt Securities, Available-for-sale	352,954,000
Insurance Commissions and Fees	5,303,000
Liability for Future Policy Benefit	257,317,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	16,435,000
Other Assets	172,350,000
Other Comprehensive Net Income	0
Other Expenses	14,148,000
Other Net Income	49,000
Other Total liabilities	213,643,000
Other Total revenues	5,860,000
Premiums Earned, Net	32,091,000
Separate Account, Assets	306,617,000
Separate Account, Liability	306,617,000

Output Variable	Value in 1000 USD
Expenses	51,764,000
Total revenues	59,689,000
Total liabilities	777,577,000
Total Assets	831,921,000
Stockholders Equity	54,344,000
Net Income	7,974,000
Comprehensive Net Income	7,974,000
Asset Turnover	7.2%
Profit Margin	13%
Return on Assets	0.96%
Economic Capital Ratio	6.2%

