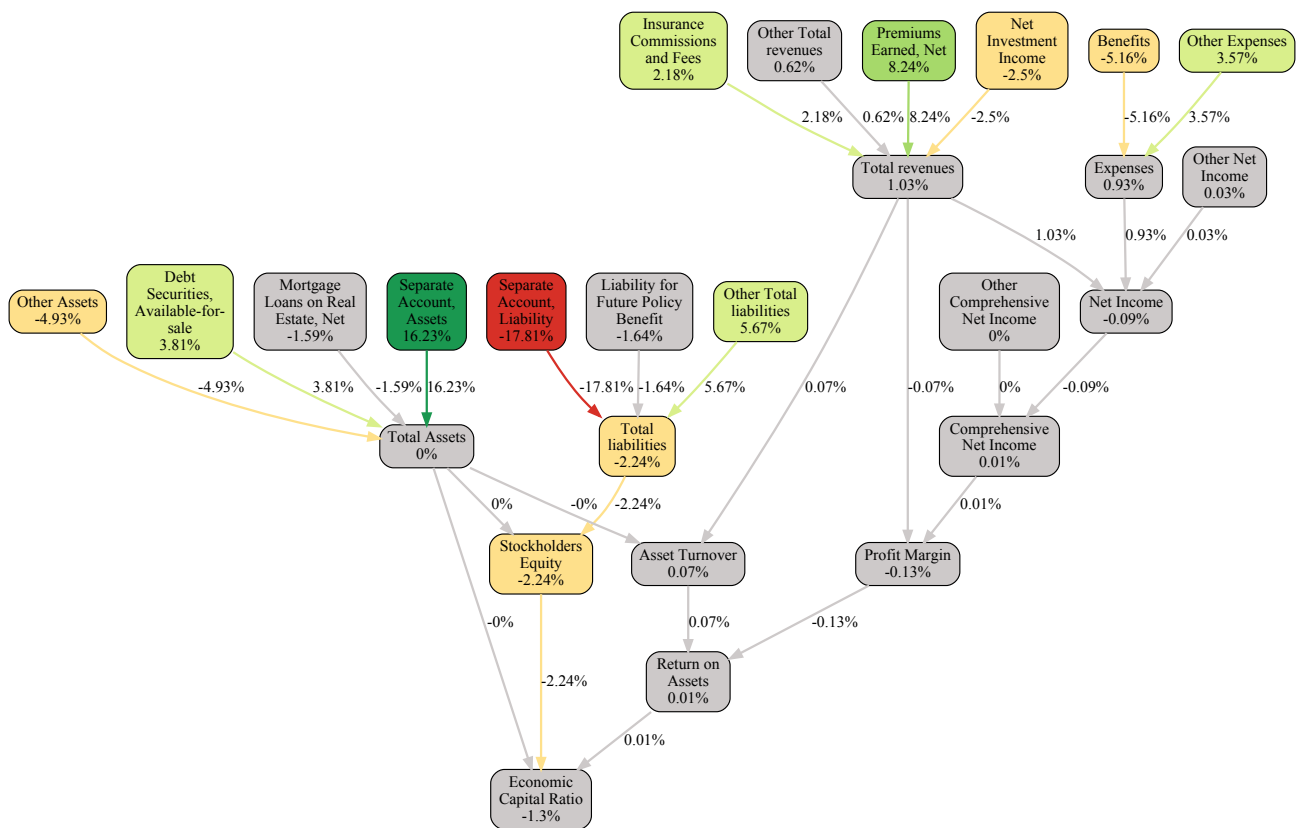




RealRate

# LIFE INSURANCE 2019

## PRUDENTIAL FINANCIAL INC Rank 15 of 24



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• Financial Strength Rankings using Artificial Intelligence

• [www.realrate.ai](http://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 16% points. The greatest weakness of PRUDENTIAL FINANCIAL INC is the variable Separate Account, Liability, reducing the Economic Capital Ratio by 18% points.

The company's Economic Capital Ratio, given in the ranking table, is 4.6%, being 1.3% points below the market average of 5.9%.

Input Variable	Value in 1000 USD
Benefits	42,600,000
Debt Securities, Available-for-sale	353,656,000
Insurance Commissions and Fees	6,002,000
Liability for Future Policy Benefit	273,846,000
Mortgage Loans on Real Estate, Net	0
Net Investment Income	16,176,000
Other Assets	182,286,000
Other Comprehensive Net Income	0
Other Expenses	16,380,000
Other Net Income	76,000
Other Total liabilities	213,065,000
Other Total revenues	5,035,000
Premiums Earned, Net	35,779,000
Separate Account, Assets	279,136,000
Separate Account, Liability	279,136,000

Output Variable	Value in 1000 USD
Expenses	58,980,000
Total revenues	62,992,000
Total liabilities	766,047,000
Total Assets	815,078,000
Stockholders Equity	49,031,000
Net Income	4,088,000
Comprehensive Net Income	4,088,000
Asset Turnover	7.7%
Profit Margin	6.5%
Return on Assets	0.50%
Economic Capital Ratio	4.6%