



Prudential Financial, Inc.

First Quarter 2013 Earnings Conference Call Presentation

May 2, 2013

First Quarter Financial Highlights⁽¹⁾



	First Quarter 2013	First Quarter 2012
After-Tax Adjusted Operating Income	\$ 1,079	\$ 765
Per Share - Reported	2.28	1.61
- Excluding market driven and discrete items ⁽²⁾	2.13	1.43
Net Income (Loss)	\$ (721)	\$ (960)
Impact of foreign currency exchange rate remeasurement on net income (loss) ⁽²⁾	(1,603)	(896)
Operating Return on Average Equity⁽³⁾	16.2%	11.4%
Excluding impact of foreign currency exchange rate remeasurement on average attributed equity	15.7%	11.6%
Book Value per share of Common Stock:	March 31, 2013	December 31, 2012
Including accumulated other comprehensive income	81.96	79.19
Excluding accumulated other comprehensive income		
- Reported	55.94	57.86
- Amount included above for foreign currency exchange rate remeasurement ⁽⁴⁾	(3.80)	(0.38)

1) For the Financial Services Businesses; in millions except per share data; amounts attributed to Prudential Financial, Inc.

2) As disclosed in company earnings releases; based on application of 35% tax rate.

3) Annualized, based on after tax adjusted operating income.

4) Cumulative impact of gains and losses resulting from foreign currency exchange rate remeasurement included in net income (loss), based on application of 35% tax rate.

Impact of Market Driven and Discrete Items



	First Quarter 2013		First Quarter 2012	
	Pre-tax Adjusted Operating Income ⁽¹⁾	Earnings Per Share ⁽²⁾	Pre-tax Adjusted Operating Income ⁽¹⁾	Earnings Per Share ⁽²⁾
Reported Results	\$ 1,484	\$ 2.28	\$ 1,048	\$ 1.61
Market driven and discrete items:				
Individual Annuities - Unlockings and experience true-ups ⁽³⁾	62	0.08	196	0.26
Individual Life - Integration costs for Hartford Life acquisition	(8)	(0.01)	-	-
International Insurance - Gibraltar Life - Gain on sale of China Pacific Group investment	66	0.09	-	-
International Insurance - Gibraltar Life - Integration costs for Star/Edison acquisition	(3)	-	(57)	(0.08)
Corporate & Other - Write off of bond issuance costs	(11)	(0.01)	-	-
Subtotal	106	0.15	139	0.18
Results excluding impact of above items	\$ 1,378	\$ 2.13	\$ 909	\$ 1.43

1) For the Financial Services Businesses; in millions.

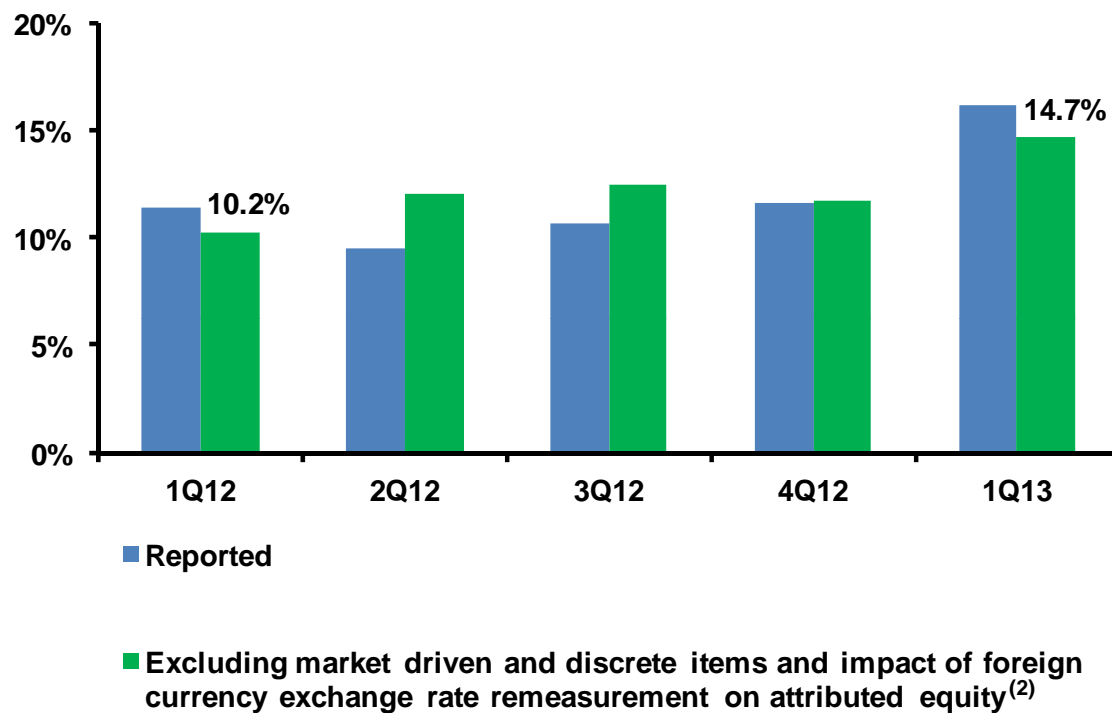
2) Diluted; based on after tax adjusted operating income and tax effect for market driven and discrete items at 35% rate.

3) Includes adjustments of amortization of deferred policy acquisition costs and other amortization items, and reserves for guaranteed minimum death and income benefits.

Impact of Market Driven and Discrete Items ROE



Return on Equity ⁽¹⁾



1) Annualized, based on after-tax adjusted operating income of Financial Services Businesses.

2) Items disclosed in company earnings releases; "market driven and discrete items" inclusive of expenses estimated in excess of baseline level and impact of year-to-date catch up of effective tax rate in fourth quarter 2012.

First Quarter Non-AOI Items⁽¹⁾



	First Quarter 2013	First Quarter 2012
Pre-tax realized investment gains (losses), net and related charges and adjustments included in net income (loss):		
Foreign currency exchange rate remeasurement	\$ (2,465)	\$ (1,379)
Product related hedging activities	(412)	(291)
Impairment and credit losses	(87)	(128)
Other items	(39)	(40)
Total	\$ (3,003)	\$ (1,838)

1) For the Financial Services Businesses; in millions; amounts attributed to Prudential Financial, Inc. See earnings release tables for additional items excluded from adjusted operating income and related tax effect.

U.S. Retirement Solutions and Investment Management Division



(\$ millions)

	Individual Annuities	Retirement	Asset Management
First Quarter 2013			
Reported pre-tax adjusted operating income	\$ 372	\$ 228	\$ 175
Market driven and discrete items ⁽¹⁾	62	-	-
Excluding impact of market driven and discrete items	\$ 310	\$ 228	\$ 175
First Quarter 2012			
Reported pre-tax adjusted operating income	\$ 421	\$ 156	\$ 128
Market driven and discrete items ⁽¹⁾	196	-	-
Excluding impact of market driven and discrete items	\$ 225	\$ 156	\$ 128

1) As disclosed in company earnings releases.

U.S. Retirement Solutions and Investment Management Division



(\$ millions)

	Individual Annuities	Retirement	Asset Management
First Quarter 2013			
Reported pre-tax adjusted operating income	\$ 372	\$ 228	\$ 175
Market driven and discrete items ⁽¹⁾	62	-	-
Excluding impact of market driven and discrete items	\$ 310	\$ 228	\$ 175
First Quarter 2012			
Reported pre-tax adjusted operating income	\$ 421	\$ 156	\$ 128
Market driven and discrete items ⁽¹⁾	196	-	-
Excluding impact of market driven and discrete items	\$ 225	\$ 156	\$ 128

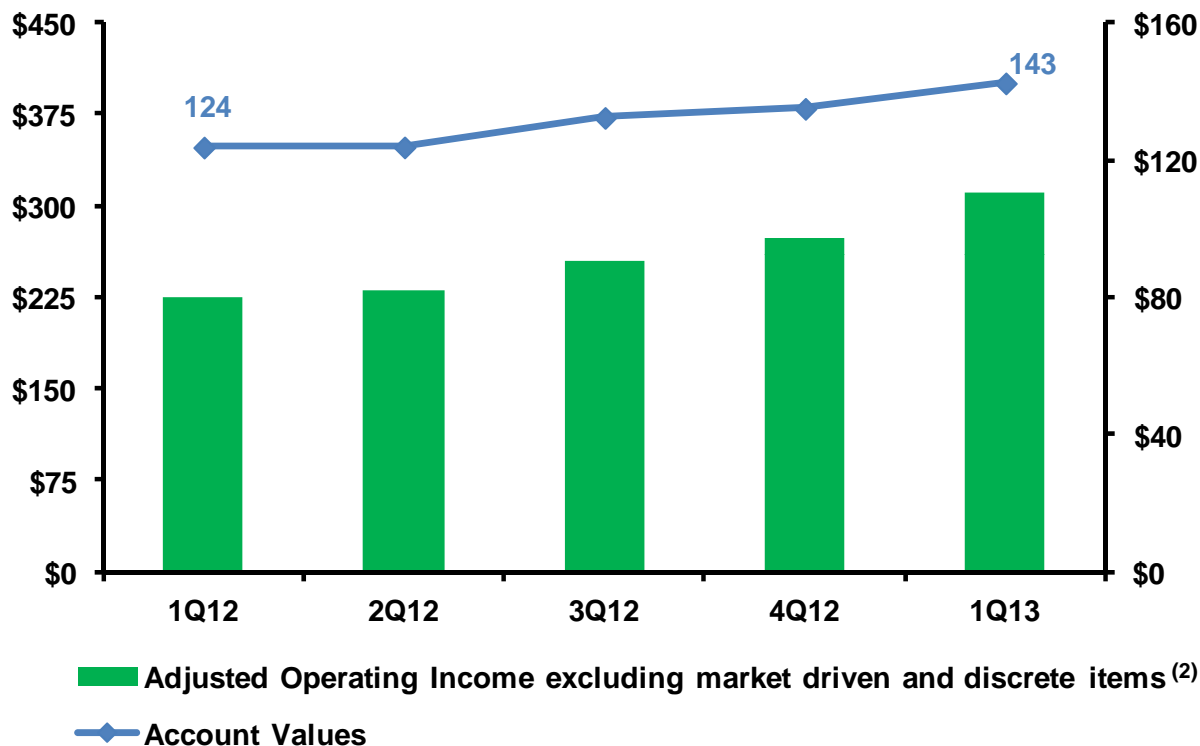
1) As disclosed in company earnings releases.

Individual Annuities – Baseline Earnings Driven by Account Value Growth



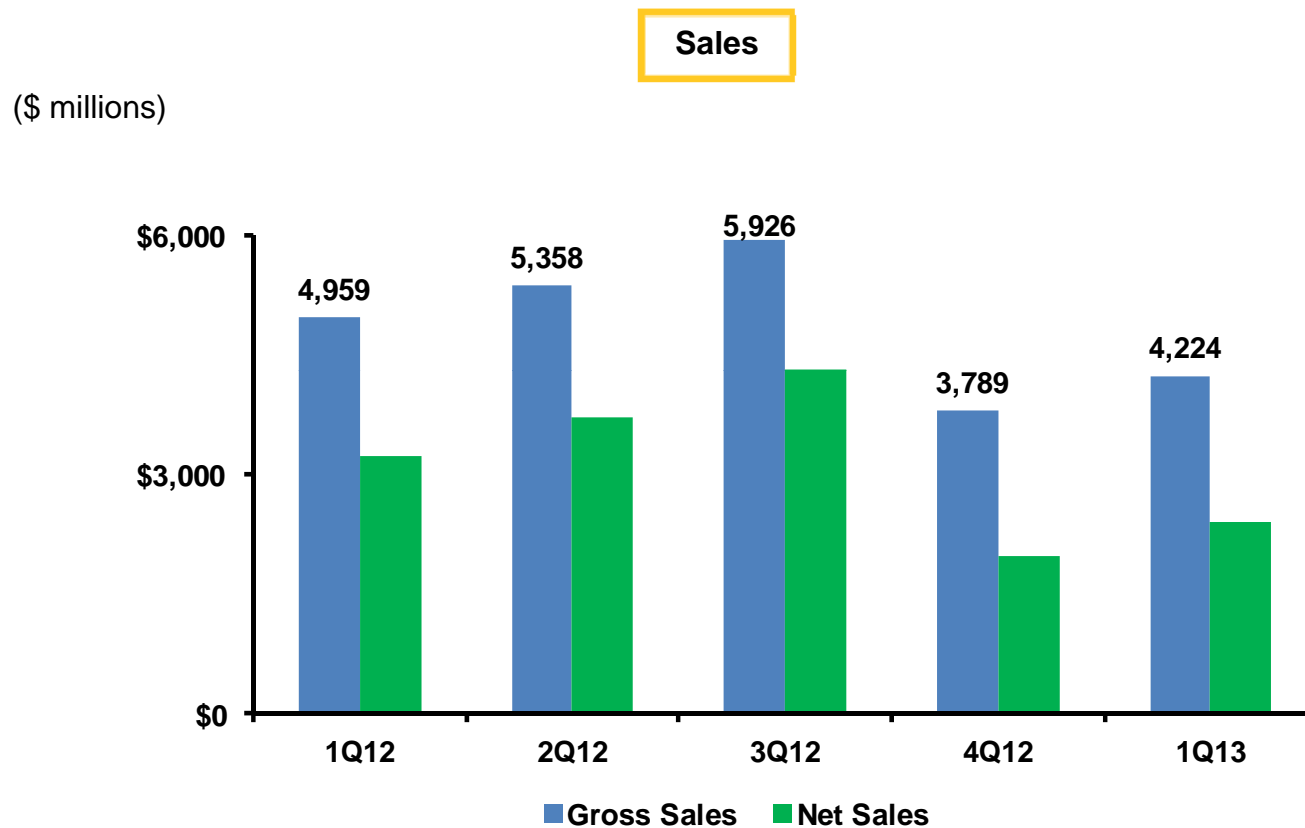
Adjusted operating income, excluding market driven and discrete items⁽¹⁾
(\$ millions)

Account Values
(\$ billions)⁽²⁾



- 1) As disclosed in company earnings releases; “market driven and discrete items” inclusive of expenses estimated in excess of baseline level for fourth quarter 2012.
- 2) At end of period.

Individual Annuities Sales Trend



U.S. Retirement Solutions and Investment Management Division



(\$ millions)

	Individual Annuities	Retirement	Asset Management
First Quarter 2013			
Reported pre-tax adjusted operating income	\$ 372	\$ 228	\$ 175
Market driven and discrete items ⁽¹⁾	62	-	-
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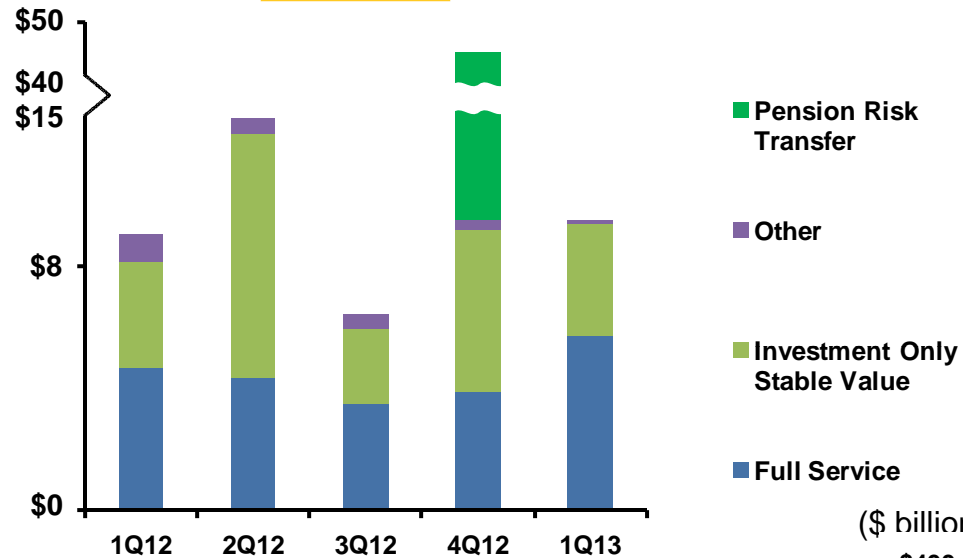
1) As disclosed in company earnings releases.



Retirement Sales and Account Values

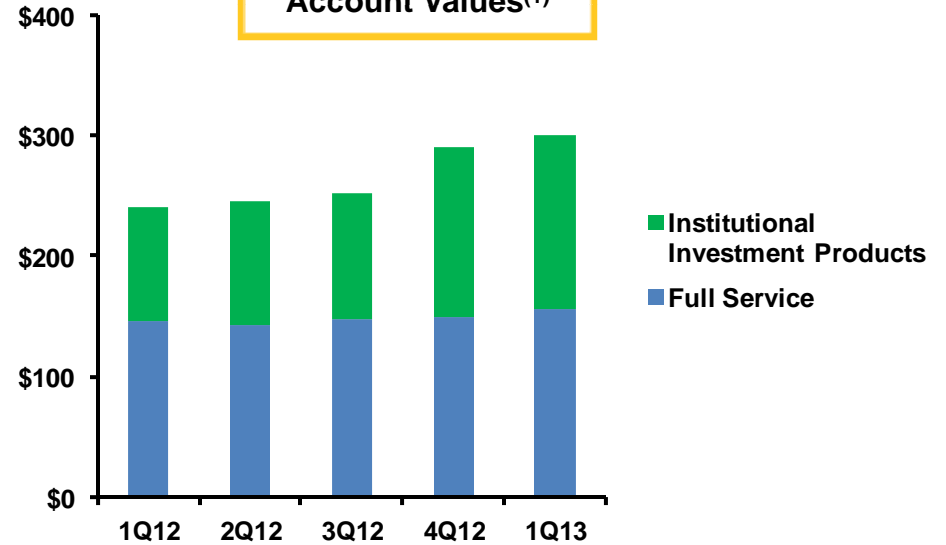
(\$ billions)

Sales



(\$ billions)

Account Values⁽¹⁾



1) At end of period.

U.S. Retirement Solutions and Investment Management Division



(\$ millions)

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Excluding impact of market driven and discrete items	\$ 225	\$ 156	\$ 128

1) As disclosed in company earnings releases.

U.S. Individual Life and Group Insurance Division



(\$ millions)

	Individual Life	Group Insurance
First Quarter 2013		
Reported pre-tax adjusted operating income	\$ 137	\$ 9
Market driven and discrete items ⁽¹⁾	<u>(8)</u>	<u>-</u>
Excluding impact of market driven and discrete items	\$ 145	\$ 9
First Quarter 2012		
Reported pre-tax adjusted operating income/(loss)	\$ 112	\$ (40)
Market driven and discrete items ⁽¹⁾	<u>-</u>	<u>-</u>
Excluding impact of market driven and discrete items	\$ 112	\$ (40)

1) As disclosed in company earnings releases.

U.S. Individual Life and Group Insurance Division



(\$ millions)

	Individual Life	Group Insurance
First Quarter 2013		
Reported pre-tax adjusted operating income	\$ 137	\$ 9
Market driven and discrete items ⁽¹⁾	(8)	-
Excluding impact of market driven and discrete items	\$ 145	\$ 9
First Quarter 2012		
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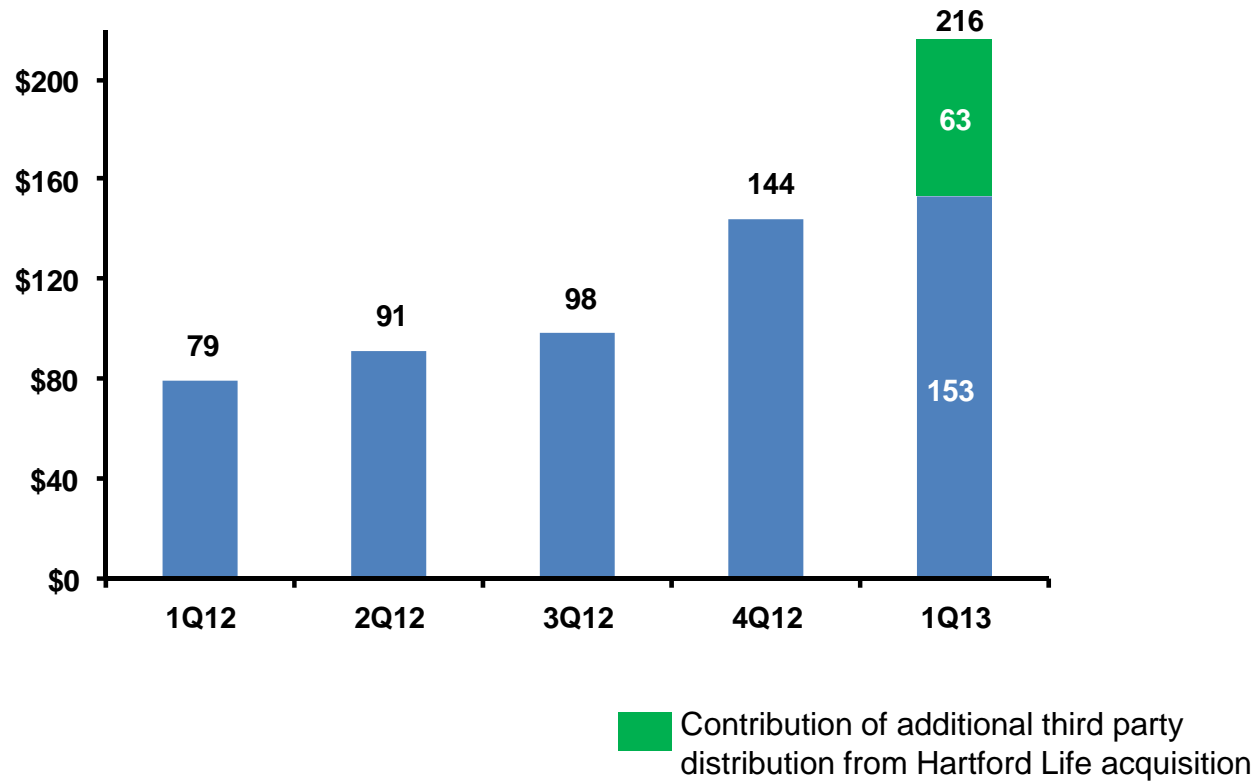
1) As disclosed in company earnings releases.

Individual Life Sales Trend



(\$ millions)

Annualized New Business Premiums



U.S. Individual Life and Group Insurance Division



(\$ millions)

	Individual Life	Group Insurance
First Quarter 2013		
Reported pre-tax adjusted operating income	\$ 137	\$ 9
Market driven and discrete items ⁽¹⁾	(8)	-
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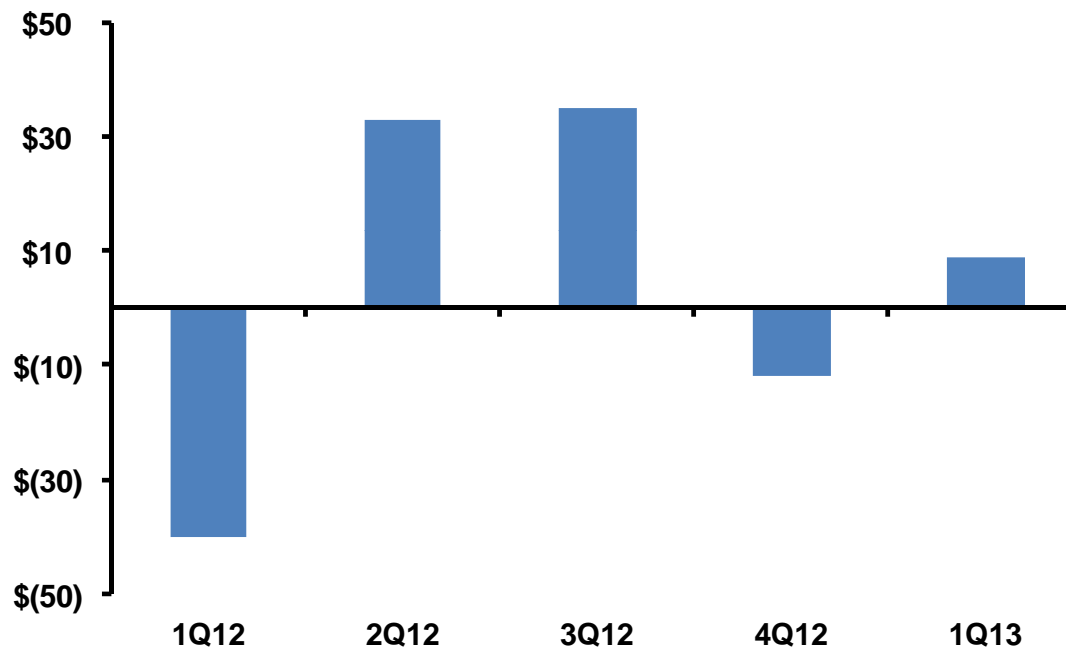
1) As disclosed in company earnings releases.

Group Insurance – Earnings Trend



Adjusted Operating Income/(Loss)⁽¹⁾

(\$ millions)



Most unfavorable Group Life claims ratio in five years

Includes \$20 charge to increase legal reserves and \$18 expenses estimated in excess of baseline

1) Pre-tax.

International Insurance Division



(\$ millions)

	Life Planner Operations	Gibraltar Life & Other Operations
First Quarter 2013		
Reported pre-tax adjusted operating income	\$ 422	\$ 455
Market driven and discrete items ⁽¹⁾	-	63
Excluding impact of market driven and discrete items	\$ 422	\$ 392
First Quarter 2012		
Reported pre-tax adjusted operating income	\$ 382	\$ 215
Market driven and discrete items ⁽¹⁾	-	(57)
Excluding impact of market driven and discrete items	\$ 382	\$ 272

1) As disclosed in company earnings releases.

International Insurance Division



(\$ millions)

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First Quarter 2013		
Reported pre-tax adjusted operating income	\$ 422	\$ 455
Market driven and discrete items ⁽¹⁾	-	63
Excluding impact of market driven and discrete items	\$ 422	\$ 392
First Quarter 2012		
Reported pre-tax adjusted operating income	\$ 382	\$ 215
Market driven and discrete items ⁽¹⁾	-	(57)
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1) As disclosed in company earnings releases.

International Insurance Division

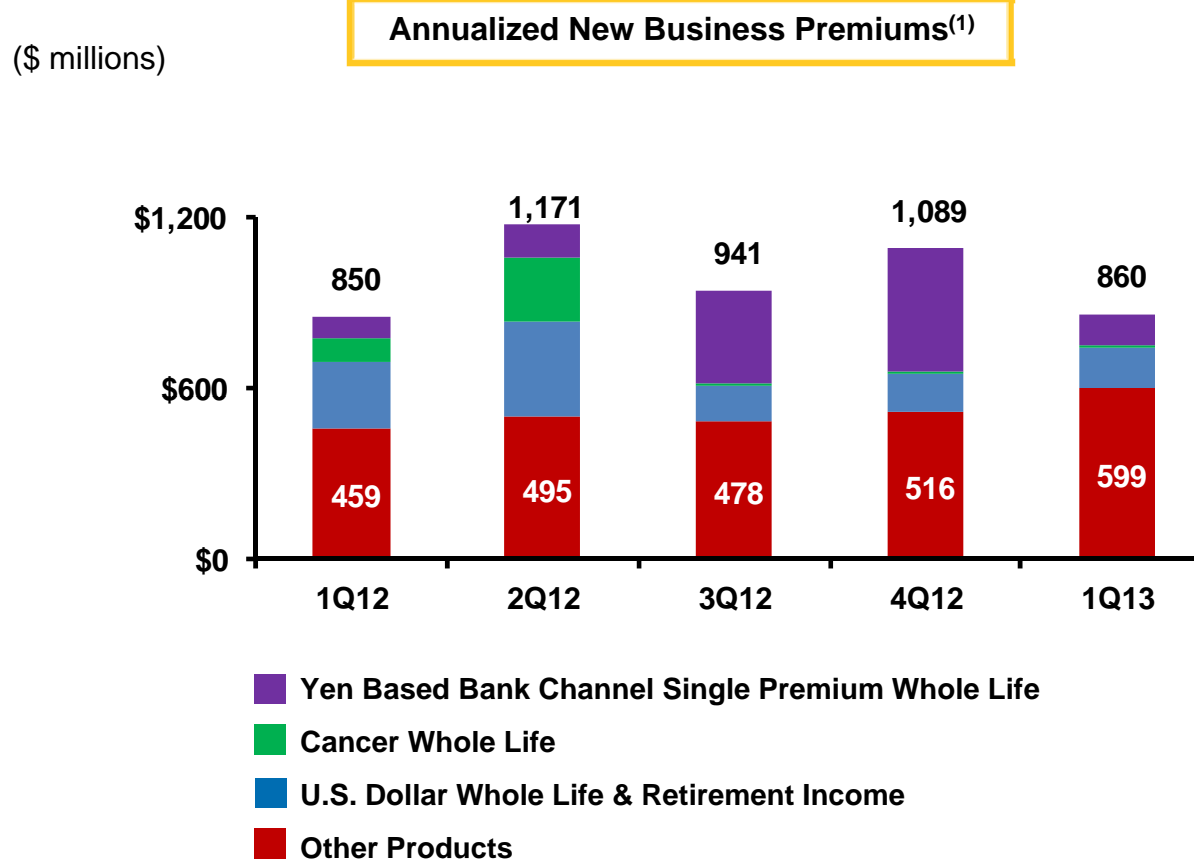


(\$ millions)

	Life Planner Operations	Gibraltar Life & Other Operations
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Reported pre-tax adjusted operating income	\$ 422	\$ 455
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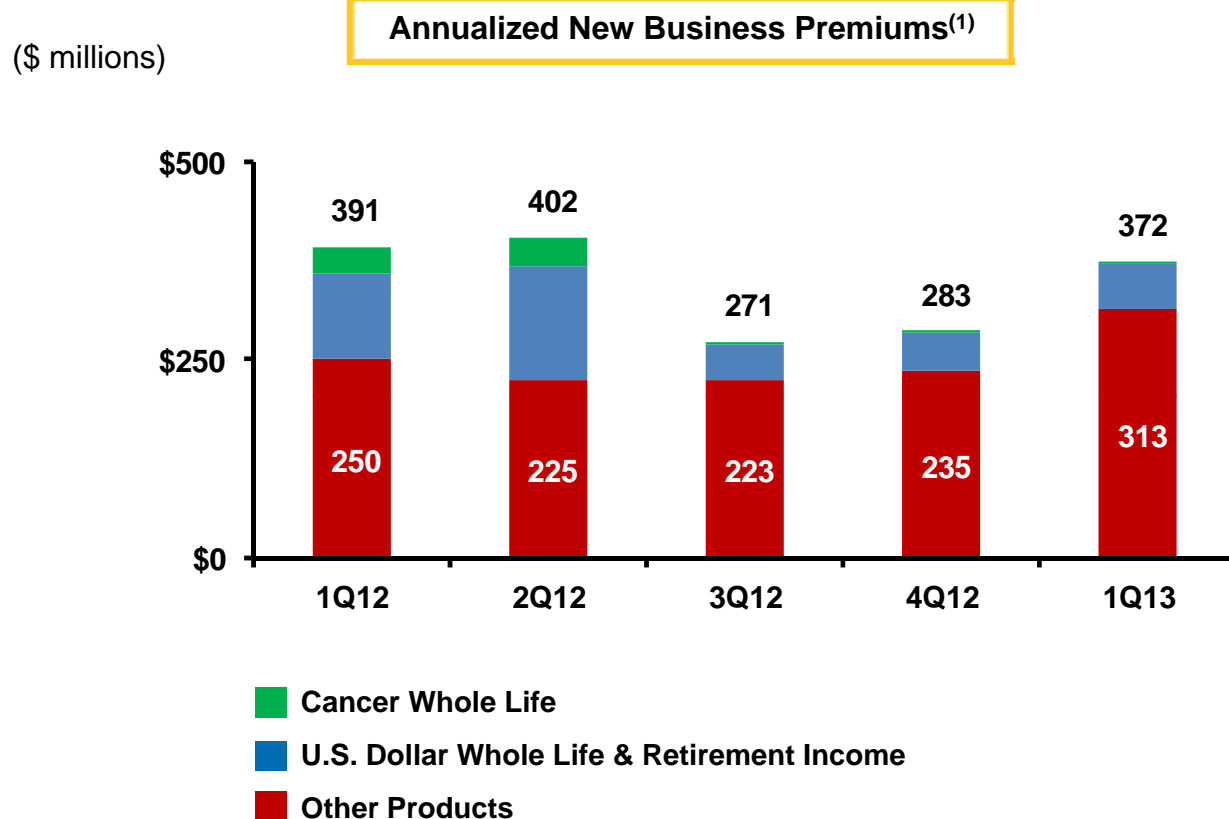
1) As disclosed in company earnings releases.

International Insurance Sales Trend



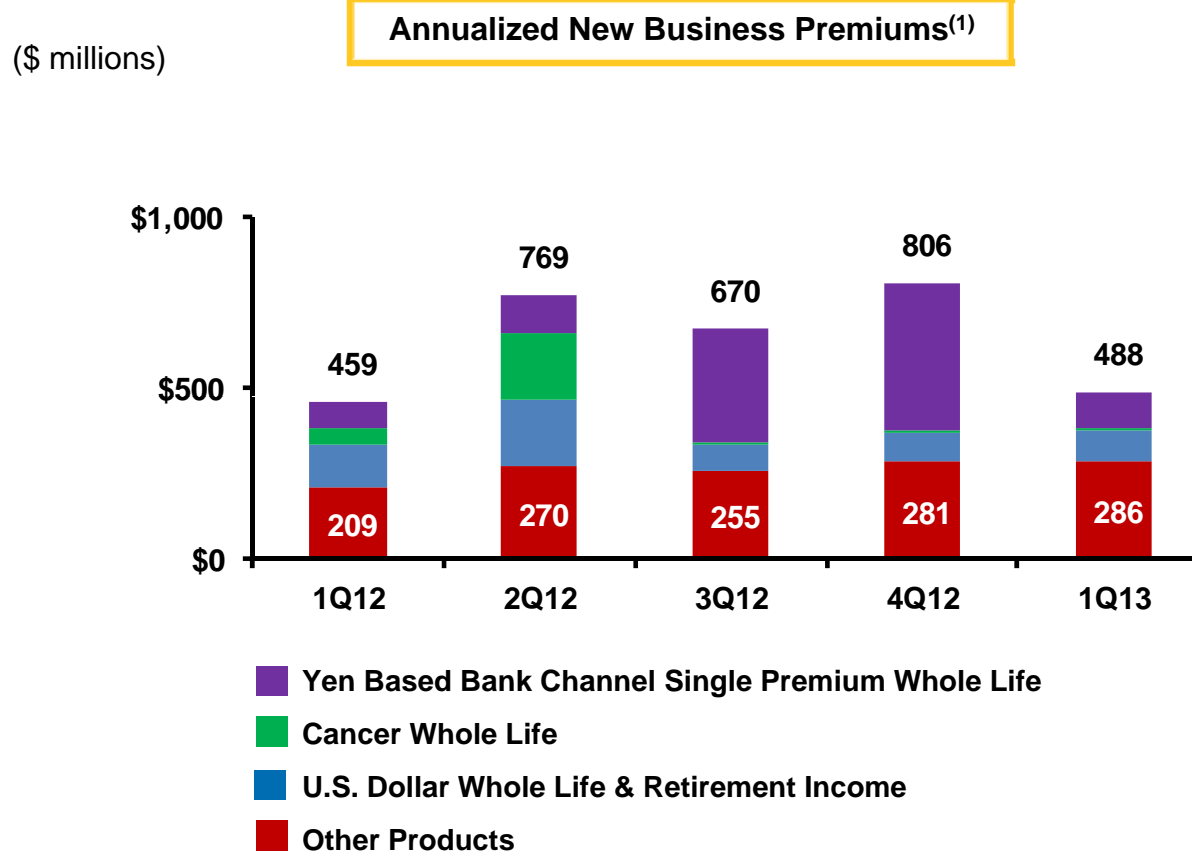
1) Constant exchange rate basis. Foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented, including Japanese yen 80 per U.S. dollar, Korean won 1160 per U.S. dollar. U.S. denominated activity is included based on the amounts as transacted in U.S. dollars.

International Insurance – Life Planner Sales Trend



1) Constant exchange rate basis. Foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented, including Japanese yen 80 per U.S. dollar, Korean won 1160 per U.S. dollar. U.S. denominated activity is included based on the amounts as transacted in U.S. dollars.

International Insurance – Gibraltar Life Sales Trend



1) Constant exchange rate basis. Foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented, including Japanese yen 80 per U.S. dollar. U.S. denominated activity is included based on the amounts as transacted in U.S. dollars.

Corporate & Other Results



(\$ millions)

	First Quarter 2013	First Quarter 2012
Reported pre-tax adjusted operating income	\$ (314)	\$ (326)
Market driven and discrete items ⁽¹⁾	<u>(11)</u>	<u>-</u>
Excluding impact of market driven and discrete items	\$ (303)	\$ (326)

1) As disclosed in company earnings releases.

Financial Strength and Flexibility Highlights



- Prudential Insurance RBC 456% at December 31, 2012; estimated >400% at March 31, 2013 after Hartford Life acquisition⁽¹⁾
- Prudential of Japan and Gibraltar Life expected to report strong solvency margin ratios as of fiscal year end, March 31, 2013
- Estimated on balance sheet capital capacity, roughly \$3.0 billion at March 31, 2013, nearly half of which is readily deployable
- Cash and short term investments at parent company, \$6.6 billion at March 31, 2013⁽²⁾

1) The inclusion of RBC measures is intended solely for the information of investors and is not intended for the purpose of ranking any insurance company or for use in connection with any marketing, advertising or promotional activities.

2) Net of outstanding commercial paper.



Questions and Answers

May 2, 2013

Forward-Looking Statements



Certain of the statements included in this presentation constitute forward-looking statements within the meaning of the U. S. Private Securities Litigation Reform Act of 1995. Words such as “expects,” “believes,” “anticipates,” “includes,” “plans,” “assumes,” “estimates,” “projects,” “intends,” “should,” “will,” “shall,” or variations of such words are generally part of forward-looking statements. Forward-looking statements are made based on management’s current expectations and beliefs concerning future developments and their potential effects upon Prudential Financial, Inc. and its subsidiaries. There can be no assurance that future developments affecting Prudential Financial, Inc. and its subsidiaries will be those anticipated by management. These forward-looking statements are not a guarantee of future performance and involve risks and uncertainties, and there are certain important factors that could cause actual results to differ, possibly materially, from expectations or estimates reflected in such forward-looking statements, including, among others: (1) general economic, market and political conditions, including the performance and fluctuations of fixed income, equity, real estate and other financial markets; (2) the availability and cost of additional debt or equity capital or external financing for our operations; (3) interest rate fluctuations or prolonged periods of low interest rates; (4) the degree to which we choose not to hedge risks, or the potential ineffectiveness or insufficiency of hedging or risk management strategies we do implement, with regard to variable annuity or other product guarantees; (5) any inability to access our credit facilities; (6) reestimates of our reserves for future policy benefits and claims; (7) differences between actual experience regarding mortality, longevity, morbidity, persistency, surrender experience, interest rates or market returns and the assumptions we use in pricing our products, establishing liabilities and reserves or for other purposes; (8) changes in our assumptions related to deferred policy acquisition costs, value of business acquired or goodwill; (9) changes in assumptions for retirement expense; (10) changes in our financial strength or credit ratings; (11) statutory reserve requirements associated with term and universal life insurance policies under Regulation XXX and Guideline AXXX; (12) investment losses, defaults and counterparty non-performance; (13) competition in our product lines and for personnel; (14) difficulties in marketing and distributing products through current or future distribution channels; (15) changes in tax law; (16) economic, political, currency and other risks relating to our international operations; (17) fluctuations in foreign currency exchange rates and foreign securities markets; (18) regulatory or legislative changes, including the Dodd-Frank Wall Street Reform and Consumer Protection Act; (19) inability to protect our intellectual property rights or claims of infringement of the intellectual property rights of others; (20) adverse determinations in litigation or regulatory matters and our exposure to contingent liabilities, including in connection with our divestiture or winding down of businesses; (21) domestic or international military actions, natural or man-made disasters including terrorist activities or pandemic disease, or other events resulting in catastrophic loss of life; (22) ineffectiveness of risk management policies and procedures in identifying, monitoring and managing risks; (23) effects of acquisitions, divestitures and restructurings; (24) interruption in telecommunication, information technology or other operational systems or failure to maintain the security, confidentiality or privacy of sensitive data on such systems; (25) changes in statutory or U.S. GAAP accounting principles, practices or policies; (26) Prudential Financial, Inc.’s primary reliance, as a holding company, on dividends or distributions from its subsidiaries to meet debt payment obligations and the ability of the subsidiaries to pay such dividends or distributions in light of our ratings objectives and/or applicable regulatory restrictions; and (27) risks due to the lack of legal separation between our Financial Services Businesses and our Closed Block Business. Prudential Financial, Inc. does not intend, and is under no obligation, to update any particular forward-looking statement included in this presentation.

See “Risk Factors” included in Prudential Financial, Inc.’s Annual Report on Form 10-K and Quarterly Reports on Form 10-Q for discussion of certain risks relating to our businesses and investment in our securities.

Prudential Financial, Inc. of the United States is not affiliated with Prudential PLC which is headquartered in the United Kingdom.

Non-GAAP Measures



This presentation includes references to “adjusted operating income.” Adjusted operating income is a non-GAAP measure of performance of our Financial Services Businesses. Adjusted operating income excludes “Realized investment gains (losses), net,” as adjusted, and related charges and adjustments. A significant element of realized investment gains and losses are impairments and credit-related and interest rate-related gains and losses. Impairments and losses from sales of credit-impaired securities, the timing of which depends largely on market credit cycles, can vary considerably across periods. The timing of other sales that would result in gains or losses, such as interest rate-related gains or losses, is largely subject to our discretion and influenced by market opportunities as well as our tax and capital profile.

Realized investment gains (losses) within certain of our businesses for which such gains (losses) are a principal source of earnings, and those associated with terminating hedges of foreign currency earnings and current period yield adjustments are included in adjusted operating income. Adjusted operating income excludes realized investment gains and losses from products that contain embedded derivatives, and from associated derivative portfolios that are part of a hedging program related to the risk of those products. Adjusted operating income also excludes gains and losses from changes in value of certain assets and liabilities relating to foreign currency exchange movements that have been economically hedged or considered part of our capital funding strategies for our international subsidiaries, as well as gains and losses on certain investments that are classified as other trading account assets.

Adjusted operating income also excludes investment gains and losses on trading account assets supporting insurance liabilities and changes in experience-rated contractholder liabilities due to asset value changes, because these recorded changes in asset and liability values are expected to ultimately accrue to contractholders. Trends in the underlying profitability of our businesses can be more clearly identified without the fluctuating effects of these transactions. In addition, adjusted operating income excludes the results of divested businesses, which are not relevant to our ongoing operations. Discontinued operations, which is presented as a separate component of net income under GAAP, is also excluded from adjusted operating income.

We believe that the presentation of adjusted operating income as we measure it for management purposes enhances understanding of the results of operations of the Financial Services Businesses by highlighting the results from ongoing operations and the underlying profitability of our businesses. However, adjusted operating income is not a substitute for income determined in accordance with GAAP, and the adjustments made to derive adjusted operating income are important to an understanding of our overall results of operations. The schedules on the following pages provide a reconciliation of adjusted operating income for the Financial Services Businesses to income from continuing operations in accordance with GAAP.

The information referred to above, as well as the risks of our businesses described in our Annual Report on Form 10-K for the year ended December 31, 2012, should be considered by readers when reviewing forward-looking statements contained in this presentation. Additional historical information relating to our financial performance is located on our Web site at www.investor.prudential.com.

Reconciliations between adjusted operating income and the comparable GAAP measure



(\$ millions)

	1Q12	2Q12	3Q12	4Q12	1Q13
Financial Services Businesses after-tax adjusted operating income	\$ 765	\$ 646	\$ 749	\$ 798	\$ 1,079
Reconciling items:					
Realized investment gains (losses), net, and related charges and adjustments	(1,838)	2,030	(1,303)	(1,698)	(3,003)
Investment gains on trading account assets supporting insurance liabilities, net	234	4	264	108	95
Change in experience-rated contractholder liabilities due to asset value changes	(246)	54	(254)	(94)	(143)
Divested businesses	4	24	(685)	60	33
Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	5	8	(40)	26	(30)
Total reconciling items, before income taxes	(1,841)	2,120	(2,018)	(1,598)	(3,048)
Income taxes, not applicable to adjusted operating income	(113)	536	(623)	(608)	(1,240)
Total reconciling items, after income taxes	(1,728)	1,584	(1,395)	(990)	(1,808)
Income (loss) from continuing operations (after-tax) of Financial Services Businesses before equity in earnings of operating joint ventures	(963)	2,230	(646)	(192)	(729)
Equity in earnings of operating joint ventures, net of taxes and earnings attributable to noncontrolling interests	(4)	(9)	20	(25)	7
Income (loss) from continuing operations attributable to Prudential Financial, Inc.	(967)	2,221	(626)	(217)	(722)
Earnings attributable to noncontrolling interests	11	15	25	27	42
Income (loss) from continuing operations (after-tax) of Financial Services Businesses	(956)	2,236	(601)	(190)	(680)
Income (loss) from discontinued operations, net of taxes	7	8	(1)	3	1
Net income (loss) of Financial Services Businesses	(949)	2,244	(602)	(187)	(679)
Less: Income attributable to noncontrolling interests	11	15	25	27	42
Net income (loss) of Financial Services Businesses attributable to Prudential Financial, Inc.	\$ (960)	\$ 2,229	\$ (627)	\$ (214)	\$ (721)

Reconciliations for Individual Annuities pre-tax adjusted operating income excluding indicated disclosed items



	1Q12	2Q12	3Q12	4Q12	1Q13
Individual Annuities pre-tax adjusted operating income	\$ 421	\$ 107	\$ 207	\$ 304	\$ 372
Reconciling items:					
Unlockings and experience true-ups ⁽¹⁾	196	(124)	(48)	57	62
Expenses estimated in excess of baseline level	-	-	-	(17)	-
Impairment of capitalized software	-	-	-	(9)	-
Sub-total	196	(124)	(48)	31	62
Individual Annuities pre-tax adjusted operating income excluding disclosed items indicated above	\$ 225	\$ 231	\$ 255	\$ 273	\$ 310

- 1) Includes adjustments of amortization of deferred policy acquisition costs and other amortization items, and reserves for guaranteed minimum death and income benefits.