

1Q18 INVESTOR BRIEF



Our mission is to help customers achieve financial prosperity and peace of mind

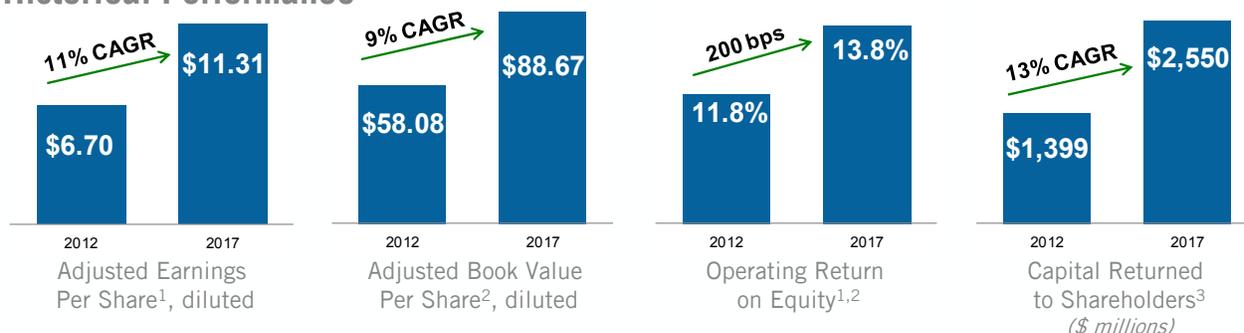


“Our consistency in strategy, superior mix of high-quality businesses, strong capital position, and focus on innovation and risk management, position us to grow and generate strong cash flows through economic cycles.”
– John Strangfeld, Chairman and CEO



“We believe that our shareholder value is enhanced by the purpose of the company, not just by the commercial results that we produce.”
– Mark Grier, Vice Chairman

Historical Performance



Strategic Targets and Objectives

12-13%
Operating ROE¹
over the near to intermediate term

~65%
Deployable cash flow
of after-tax adjusted operating income on average over time

Financial Strength⁴

Prudential Insurance Company of America

AA- S&P **A+** A.M. Best **AA-** Fitch **A1** Moody's

1Q18 Highlights

“Prudential delivered solid overall results in the first quarter as fundamentals and momentum remain robust. Our strong cash flows and capital position enabled us to return approximately \$760 million to shareholders through dividends and share repurchases. As we look to the future, we continue to see solid growth and strong return prospects, while continuing to invest in our businesses to capture long-term opportunities.”

– John Strangfeld, Chairman and CEO

13.6%
1Q18 Operating Return on Equity¹

\$1,389
Billion
Assets Under Management (AUM)

	1Q18	Per share	1Q17	Per share
Net Income⁵	\$1,363 M	\$3.14	\$1,369 M	\$3.09
After-Tax Adjusted Operating Income	\$1,340 M	\$3.08	\$1,237 M	\$2.79
Adjusted Book Value	\$39,961 M	\$93.55	\$35,368 M	\$81.15

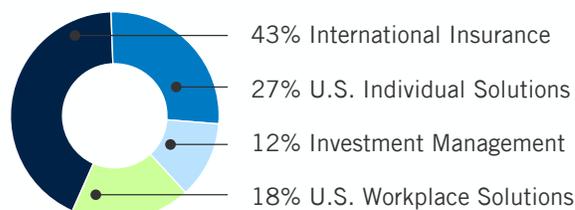
Sustainability Highlights⁶

Stability, security and sustainability underpin Prudential's business model, ensuring that Prudential can continue to deliver on the long-term promises we make to our customers. Prudential has been headquartered in Newark, NJ since our founding in 1875.



Superior business mix combined with a culture focused on talent and collaboration has led to consistent execution and differentiated financial performance.

1Q18
Pre-tax Adjusted
Earnings ^{1,7}
\$1.7 Billion



Business Highlights

International Insurance **Top 5** Japan Life company⁸ Investment Management **Top 10** global Asset Manager⁹

- Industry's highest quality captive agency force – leads in retention, productivity and persistency.
- Long-term association relationships including Japan Teachers Union.
- Multi-channel including captive, independent distribution and unique secondment model for bank distribution.

- Continuity of teams and consistency of performance which have produced 15 consecutive years of positive 3rd party institutional net in-flows.
- Multi-asset manager model with strengths in Fixed Income, Real Estate Equity and Debt, Private Placements, and active and quantitative Equities.
- Expanding our international and retail distribution capabilities as well as filling in targeted investment strategies.

U.S. Individual Solutions

Individual Annuities **Top 5** Annuity company¹⁰

- Among industry's largest with a wide distribution platform.
- Product diversification reduces risk profile and expanding portfolio of solutions includes simplified and lower cost products.
- Broadening buyer universe, including worksite access.

U.S. Workplace Solutions

Retirement **Top 10** Retirement player¹¹

- Leading provider in chosen Institutional and Full Service retirement markets with broad range of retirement products and services.
- Best in class PRT capabilities gaining momentum with both funded and longevity reinsurance.
- Expanding and deepening relationships with workplace consumers.

Individual Life **Top 5** U.S. Life company¹²

- Multi-channel distribution network and distinctive product portfolio provide broad market access and risk diversification.
- Leadership positions across products support strong sales as marketplace demands pivot.

Group Insurance **Top 5** Life carrier & **top 10** Disability carrier¹³

- Leading U.S. provider of group life and disability insurance.
- Broad product portfolio providing coverage to over 15 million U.S. workers.
- Expanding margins through revenue growth and expense efficiencies.
- Deepening customer relationships through Financial Wellness platforms.

Accolades

FORTUNE® Magazine 2017 World's Most Admired Companies® #1 Insurance: Life/Health	Forbes® & JUST Capital 2017 America's JUST 100 Companies Industry Leader: Insurance	Ethisphere Institute 2018 World's Most Ethical Companies® 4 years running	Pensions & Investments #9 2017 Top Money Managers List ¹⁴	DiversityInc Top 50 Companies for Diversity 2017 16 years running
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Upcoming Events

2Q18 Earnings Call
8/2/18 at 11 a.m. ET

2018 Tokyo Investor Day
9/27/18

3Q18 Earnings Call
11/8/18 at 11 a.m. ET

Forward-Looking Statements and Non-GAAP Measures. This Investor Brief includes forward-looking statements. It is possible that actual results may differ materially from these predictions. In addition, this Investor Brief includes references to non-GAAP measures, including Adjusted Operating Income and Adjusted Book Value. The appendix includes a reconciliation of such measures to the comparable GAAP measures and information about factors that could cause actual results to differ materially from those in the forward-looking statements. For more information on 1Q18 results, including the appendix, see www.investor.prudential.com.

1) Based on adjusted operating income (AOI) excluding market driven and discrete items. 2) 2017 Adjusted Book Value per Share and Operating Return on Equity has been revised resulting from the elimination of Gibraltar Life's one-month reporting lag. 3) Reflects share repurchases and dividends. 4) Ratings as of May 2, 2018. The above ratings are subject to change and do not reflect any subsequent rating agency actions. 5) Based on Net Income attributable to Prudential Financial, Inc. 6) Based on 2016 Sustainability Report. 7) Includes Corporate and Other operations loss of \$(294) million which is excluded from pie chart. 8) Based on inforce compiled from Life Insurance Association of Japan, Insurance Business in 2016 for the fiscal year ended March 31, 2017. 9) *Pensions & Investments* Top Money Manager's list, May 30, 2017. AUM as of December 31, 2016. 10) Based on Total Annuity AUM, LIMRA U.S. Individual Annuity Yearbook 2016. 11) Based on DC Recordkeeping Assets, PlanSponsor Survey as of December 31, 2016. 12) Based on statutory net written premiums and recurring premiums, as of December 31, 2016, ranking for Prudential Financial through its life insurance companies according to A.M. Best. 13) Based on inforce premiums, 2017 LIMRA Studies. 14) Ranked by total worldwide institutional AUM as of December 31, 2016.

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APPENDIX



Forward-Looking Statements and Non-GAAP Measures

Certain of the statements included in this document 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. Certain important factors that could cause actual results to differ, possibly materially, from expectations or estimates reflected in such forward-looking statements can be found in the “Risk Factors” and “Forward-Looking Statements” sections included in Prudential Financial, Inc.’s Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q. Prudential Financial, Inc. does not intend, and is under no obligation, to update any particular forward-looking statement included in this document.

This document includes references to adjusted operating income (AOI) and adjusted book value, as well as operating return on average equity, which is based on adjusted operating income and adjusted book value. Consolidated adjusted operating income and adjusted book value are not calculated based on accounting principles generally accepted in the United States of America (GAAP). For additional information about adjusted operating income, adjusted book value and the comparable GAAP measures, including a reconciliation between the comparable measures, please refer to our quarterly results news releases, which are available on our Web site at www.investor.prudential.com. Reconciliations are also included as part of this document.

Please also refer to our February 7, 2018 earnings release for important information about the estimated impact of the Tax Cuts and Jobs Act on Prudential Financial, Inc.’s results of operations and financial condition.

Reconciliations between Adjusted Operating Income and the Comparable GAAP Measure ⁽¹⁾

(\$ in millions)

	2012	2017	1Q17	1Q18
Net income attributable to Prudential Financial, Inc.	\$ 479	\$ 7,863	\$ 1,369	\$ 1,363
Income attributable to noncontrolling interests	50	111	3	1
Net income	529	7,974	1,372	1,364
Less: Income from discontinued operations, net of taxes	17	-	-	-
Income from continuing operations (after-tax)	512	7,974	1,372	1,364
Less: Income attributable to noncontrolling interests	50	111	3	1
Income from continuing operations attributable to Prudential Financial, Inc.	462	7,863	1,369	1,363
Equity in earnings of operating joint ventures, net of taxes and earnings attributable to noncontrolling interests	10	(62)	22	22
Income from continuing operations (after-tax) before equity in earnings of operating joint ventures	452	7,925	1,347	1,341
Reconciling items:				
Realized investment gains (losses), net, and related charges and adjustments	(2,809)	(58)	38	64
Investment gains (losses) on assets supporting experience-rated contractholder liabilities, net	610	336	44	(403)
Change in experience-rated contractholder liabilities due to asset value changes	(540)	(151)	(12)	418
Divested businesses:				
Closed Block division	-	45	34	(9)
Other divested businesses	(615)	38	6	(72)
Equity in earnings of operating joint ventures and earnings attributable to noncontrolling interests	(29)	33	(28)	(26)
Total reconciling items, before income taxes	(3,383)	243	82	(28)
Income taxes, not applicable to adjusted operating income	(816)	(3,030)	(28)	(29)
Total reconciling items, after income taxes	(2,567)	3,273	110	1
After-tax adjusted operating income	3,019	4,652	1,237	1,340
Income taxes, applicable to adjusted operating income	1,008	1,592	423	381
Adjusted operating income before income taxes	\$ 4,027	\$ 6,244	\$ 1,660	\$ 1,721

1) Represents results of the former Financial Services Business (FSB) for 2012.

Reconciliations for Pre-tax AOI Excluding Market Driven and Discrete Items

	2012			2017			1Q18			
	Pre-Tax	AOI ⁽¹⁾	EPS ⁽²⁾	Pre-Tax	AOI ⁽¹⁾	EPS ⁽²⁾	Pre-Tax	AOI ⁽¹⁾	EPS ⁽²⁾	
Reported Results ⁽³⁾	\$	4,027	\$	6.40	\$	6,244	\$	10.58	\$	3.08
Market driven and discrete items:										
Unlockings and experience true-ups ⁽⁴⁾		(10)		(0.02)		(485)		(0.72)		0.03
Intergration costs for Hartford Life acquisition		(15)		(0.02)		-		-		-
Gains on sales of business/investments ⁽⁵⁾		26		0.03		-		-		-
Debt extinguishment and debt exchange costs		(31)		(0.04)		(12)		(0.01)		-
Integration costs for Star/Edison		(138)		(0.19)		-		-		-
Other ⁽⁶⁾		(43)		(0.06)		-		-		-
Subtotal		(211)		(0.30)		(497)		(0.73)		0.03
Results excluding market driven and discrete items	\$	4,238	\$	6.70	\$	6,741	\$	11.31	\$	3.05

1) In millions.

2) Diluted; based on after-tax AOI; tax effect for market driven and discrete items at 21% for 2018 and 35% for prior periods.

3) Represents results of the former FSB for 2012.

4) Includes adjustments to reflect updated estimates of profitability based on market performance in relation to our assumptions in each period, as well as annual reviews of actuarial assumptions and refinements of reserves and amortization of deferred policy acquisition and other costs.

5) Includes impairment and gains on certain other investments.

6) Includes charges related to true-up of legal reserves and employee benefit accruals, and impairments and write offs of intangible assets.

Reconciliations between Adjusted Book Value and the Comparable GAAP Measure⁽¹⁾

(\$ in millions, except per share data)

	December 31,		1Q17	1Q18
	2012	2017		
GAAP book value⁽²⁾	\$ 37,006	\$ 54,236	\$ 46,951	\$ 51,830
Less: Accumulated other comprehensive income (AOCI)	9,990	17,074	14,643	14,761
GAAP book value excluding AOCI⁽²⁾	27,016	37,162	32,308	37,069
Less: Cumulative effect of remeasurement of foreign currency and certain deferred taxes ⁽³⁾	(179)	(969)	(3,060)	(2,892)
Adjusted book value⁽²⁾⁽³⁾	\$ 27,195	\$ 38,131	\$ 35,368	\$ 39,961
Number of diluted shares ⁽⁴⁾	468.2	435.7	435.8	432.5
GAAP book value per Common share - diluted ⁽²⁾⁽⁴⁾	\$ 79.04	\$ 125.63	\$ 107.46	\$ 120.99
GAAP book value excluding AOCI per Common share - diluted ⁽²⁾⁽⁴⁾	\$ 57.70	\$ 86.44	\$ 74.13	\$ 86.86
Adjusted book value per Common share - diluted ⁽²⁾⁽³⁾⁽⁴⁾	\$ 58.08	\$ 88.67	\$ 81.15	\$ 93.55

1) Represents results of the former FSB for 2012.

2) 2017 amounts have been revised resulting from the elimination of Gibraltar Life's one-month reporting lag.

3) Includes \$1,678 million impact reported in net income for the fourth quarter of 2017 from the remeasurement of deferred tax assets and liabilities originally established through accumulated other comprehensive income, related to a change in the U.S. tax rate enacted with the Tax Cuts and Jobs Act on December 22, 2017.

4) As of the first quarter of 2018 and the fourth quarter of 2017, exchangeable surplus notes are dilutive when book value per share is greater than \$85.00 (equivalent to an additional 5.88 million in diluted shares and an increase of \$500 million in equity). As of the first quarter of 2017, exchangeable surplus notes are dilutive when book value per share is greater than \$86.92 (equivalent to an additional 5.75 million in diluted shares and an increase of \$500 million in equity). Book value per share as of December 31, 2012 excludes the impact of exchangeable surplus notes due to the anti-dilutive impact of conversion.

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