



Q2 PRUDENTIAL FINANCIAL FACT SHEET

Updated August 2024

Key Financials¹

\$3.39

After-tax adjusted earnings per share

\$1.2B

After-tax adjusted operating income

\$1.2B

Net income

\$1.5T

Assets under management

\$98.42

Adjusted book value per share²

\$4.4B

Highly liquid assets³

Q2 Selected Business Metrics¹ (YoY reflects 2Q24 vs. 2Q23)

PGIM⁴ | AOI of \$206M

↑
15%

Assets Under Management

\$1.3T

↑ 5%

Asset Management Fees
Trailing twelve months

40%

22%

21%

12%

5%

• Public Fixed Income

• Public Equity

• Private Credit &
Other Alternatives

• Real Estate

• Multi-Asset Class

U.S. Businesses | AOI of \$1.070B

↑
12%

RETIREMENT STRATEGIES

AOI of
\$1.036B

↑ 18%

Institutional Retirement Strategies

Year-to-date Sales

\$15.0B

↑ 58%

Individual Retirement Strategies

Year-to-date Sales

\$6.8B

↑ 90%

Group Insurance

Year-to-date Sales⁵

\$424M

↑ 13%

Individual Life

Year-to-date Sales⁵

\$370M

↑ 7%

International Businesses | AOI of \$702M

↓
-10%

Sales⁶

\$532M

↑ 11%

Sales – Currency Mix
Trailing twelve months

60%

24%

14%

2%

• USD

• JPY

• BRL

• Other

¹Results as of June 30, 2024. More information on the Company's quarterly results can be found in our non-GAAP reconciliations and in our earnings release materials, which are available on our website at investor.prudential.com. For business segment definitions, please refer to Prudential Financial, Inc.'s Annual Report on Form 10-K and Quarterly Reports on Form 10-Q.

²Adjusted book value is calculated as total equity (GAAP book value) excluding accumulated other comprehensive income (loss) and the cumulative effect of foreign currency exchange rate remeasurements and currency translation adjustments corresponding to realized investment gains and losses.

³Represents the highly liquid asset balance at the parent company as of June 30, 2024. Highly liquid assets predominantly include cash, short-term investments, U.S. Treasury securities, obligations of other U.S. government authorities and agencies, and/or foreign government bonds.

⁴PGIM is the Company's global investment management business.

⁵Based on annualized new business premiums.

⁶Constant exchange rate basis. Foreign denominated activity translated to U.S. Dollars (USD) at uniform exchange rates for all periods presented, including Japanese Yen (JPY) 129 per USD and Brazilian Real (BRL) 6 per USD. USD denominated activity is included based on the amounts as transacted in USD. Sales represented by annualized new business premiums.



Fast Facts

1875

Founded by John Fairfield Dryden in Newark, New Jersey

149 Years

Building on a heritage of success

50 million

customers in over 50 countries⁷

PRU

Stock symbol traded on the New York Stock Exchange since 2001

40K+

Employees & sales associates worldwide⁷

\$4T

Gross life insurance in force worldwide⁷

AA-

Equivalent

Financial strength ratings⁸

Key Milestones

Growing Our Market-Leading Businesses⁹

U.S. Businesses

+67% Retirement Strategies Sales

+13% Group Insurance Sales

+7% Individual Life Sales

International Businesses

+20% Retirement Sales in Japan¹⁰

+27% Brazil Sales

PGIM

~\$500B Retirement Assets Under Management

+35% Private Alternatives Capital Deployment

Maintaining Disciplined Capital Deployment

- Investing in market-leading business to support growth
- Returned over \$700 million to shareholders in 2Q24¹¹

Supported by Our Rock Solid[®] Balance Sheet

- Capital supports AA financial strength rating as of June 30, 2024¹²
- Highly liquid assets of \$4.4 billion¹³
- High-quality, well diversified investment portfolio
- Disciplined Asset Liability Management

⁷As of December 31, 2023.

⁸Except as otherwise noted, financial strength ratings are for The Prudential Insurance Company of America and affiliated issuing companies, all subsidiaries of Prudential Financial. Ratings as of August 1, 2024 from A.M. Best Company (A+), Fitch Ratings (AA-), Standard & Poor's (AA-), and Moody's (Aa3). Moody's does not rate Pruco Life Insurance Company of New Jersey. Ratings are not a guarantee of future financial strength and/or claims-paying ability. A.M. Best financial strength ratings for insurance companies range from "A++ (superior)" to "D (poor)." A rating of A+ is the second highest of thirteen rating categories. Standard & Poor's financial strength ratings for insurance companies range from "AAA (extremely strong)" to "D (default)." A rating of AA- is the fourth highest of twenty-two rating categories. Moody's insurance financial strength ratings range from "Aaa (highest quality)" to "C (lowest)." A rating of Aa3 is the fourth highest of twenty-one rating categories. Fitch financial strength ratings range from "AAA (exceptionally strong)" to "C (distressed)." A rating of AA- is the fourth highest of twenty-one rating categories. Please visit investor.prudential.com/ratings for the most current ratings information.

⁹Growth in sales based on year-to-date 2024 versus year-to-date 2023. Growth in private alternatives capital deployment based on 2Q24 versus 2Q23. Assets under management as of June 30, 2024.

¹⁰Includes retirement income, endowment, savings variable life, single-payment market value adjusted investment contracts, single-payment whole life products, and annuity products.

¹¹Capital returned to shareholders in the first quarter of \$725 million includes share repurchases of \$250 million and dividends of \$475 million.

¹²Includes approximately \$45 billion of unrealized insurance margins.

¹³Parent company highly liquid assets predominantly include cash, short-term investments, U.S. Treasury securities, obligations of other U.S. government authorities and agencies, and/or foreign government bonds.



For more information,
please visit

Prudential.com.



Continued Commitment to Long-Term Sustainability

The following actions underscore our commitment to fulfilling our company's purpose of solving the financial challenges of our changing world.

\$1B+ donated by The Prudential Foundation to help close the financial divide by creating solutions to foster economic mobility¹⁴

>50% of non-employee Directors are diverse¹⁵

\$39.1B of sustainable investments held by our General Account that promote sustainability and achieve market returns

69% emissions reduced since our 2017 baseline year for the facilities in our emissions reduction target¹⁶

Awards and Rankings

Fortune® World's Most Admired Companies™ 2024 "Insurance: Life and Health" category¹⁷

Ethisphere World's Most Ethical Companies® 2024¹⁸

Fortune 500® list of America's largest corporations¹⁹

Largest life insurer in the United States (life and health combined) based on total admitted assets²⁰

2nd-largest seller of individual life insurance in the United States based on new annualized premiums²¹

Prudential Financial, Inc. (PFI) of the United States is not affiliated with Prudential plc, incorporated in the United Kingdom, or the Prudential Assurance Company, a subsidiary of M&G plc, incorporated in the United Kingdom.

The material in this document is prepared as a summary of certain public disclosures for ease of reference.

¹⁴First grant in 1978.

¹⁵As of December 2023.

¹⁶Refer to the 2023 Sustainability Report (page 50) for specifics on our in-scope facilities and how our Scope 1 & 2 data were calculated.

¹⁷In a survey conducted from October 3 to November 17, 2023, Fortune® ranked Prudential on "The World's Most Admired Companies™" list, published February 2024. No compensation or submission was involved in these rankings. © 2024 Fortune Media IP Limited. Fortune® and "The World's Most Admired Companies™" are registered trademarks of Fortune Media IP Limited and are used under license. Fortune Media IP Limited is not affiliated with, and does not endorse products or services of, Prudential Financial.

¹⁸As of March 2024. "World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.

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²⁰As of December 31, 2023. Ranking for Prudential Financial, according to A.M. Best.

²¹According to LIMRA as of 4Q23, The Prudential Insurance Company of America, Pruco Life, and Pruco Life of New Jersey.

