



Q1 PRUDENTIAL FINANCIAL FACT SHEET

Updated April 2025

Key Financials¹

\$3.29

After-tax adjusted
earnings per share

\$1.2B

After-tax adjusted
operating income

\$707M

Net income

\$1.5T

Assets under
management

\$96.37

Adjusted book
value per share²

\$4.9B

Highly liquid assets³

Q1 Selected Business Metrics¹ (YoY reflects 1Q25 vs. 1Q24)

PGIM⁴ | AOI of \$156M

-8%

Assets Under Management

\$1.4T

⬆️ 3%

Asset Management Fees
Trailing twelve months

39%

22%

21%

13%

5%

• Public Fixed Income

• Public Equity

• Real Estate

• Multi-Asset Class

• Private Credit &
Other Alternatives

U.S. Businesses | AOI of \$931M

16%

Institutional Retirement Strategies

Sales

\$7.1B

⬇️ -36%

Individual Retirement Strategies

Sales

\$3.5B

⬆️ 5%

Group Insurance

Sales⁵

\$400M

⬆️ 6%

Individual Life

Sales⁵

\$210M

⬆️ 26%

International Businesses | AOI of \$848M

-5%

Sales⁶

\$586M

⬆️ 15%

Sales – Currency Mix
Trailing twelve months

57%

25%

16%

2%

• USD

• JPY

• BRL

• Other

¹Results as of March 31, 2025. 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), the cumulative change in fair value of funds withheld embedded derivatives, 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 March 31, 2025. 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) 143 per USD and Brazilian Real (BRL) 5.8 per USD. USD denominated activity is included based on the amounts as transacted in USD. Sales represented by annualized new business premiums.



Prudential

Fast Facts

1875

Founded by John Fairfield Dryden in Newark, New Jersey

150 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

38K+

Employees & sales associates worldwide⁷

\$4T

Gross life insurance in force worldwide⁷

AA-

Equivalent

Financial strength ratings⁸

Key Milestones

Reflecting on Strategic Progress, Opportunities, and Challenges

Confident in our ability to be a global leader in investing, insurance, and retirement security

STRATEGIC PROGRESS

- Significantly reduced exposure to market-sensitive products
- Benefiting from diversified product mix with strong sales and flows

OPPORTUNITIES

- Leveraging unique combination of scale, distribution, brand, and talent to meet customers' evolving needs
- Capitalizing on global demand for retirement, insurance, and asset management

CHALLENGES

- Run-off of legacy traditional variable annuity block
- Weaker Yen driving U.S. Dollar product surrenders

Priorities to Drive Sustainable, Profitable Growth

1. Evolving and delivering on our strategy
2. Improving our execution
3. Fostering a high-performance culture

Well Positioned in Current Macro Environment

BALANCE SHEET STRENGTH TO SUPPORT ALL STAKEHOLDERS

- Strong statutory solvency ratios support AA financial strength
- Highly liquid assets of \$4.9 billion⁹
- High-quality, well diversified investment portfolio
- Disciplined Asset Liability Management

⁷As of December 31, 2024.

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 April 30, 2025 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.

⁹Parent 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.



Prudential



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 mobility¹⁰

69% emissions reduced since our 2017 baseline year for the facilities in our emissions reduction target¹¹

Awards and Rankings

Fortune® World's Most Admired Companies™ 2025 "Insurance: Life and Health" category¹²

Ethisphere World's Most Ethical Companies® 2025¹³

Fortune 500® list of America's largest corporations¹⁴

Largest life insurer in the United States (life and health combined) based on total admitted assets¹⁵

1st-largest seller of individual life insurance in the United States based on total premiums¹⁶

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.

¹⁰First grant in 1978.

¹¹Refer to the 2023 Sustainability Report (page 50) for specifics on our in-scope facilities and how our Scope 1 & 2 data were calculated.

¹²In a survey conducted from October 1 to November 22, 2024, Fortune® ranked Prudential on "The World's Most Admired Companies™" list, published February 2025. No compensation or submission was involved in these rankings. ©2025 Fortune Media IP Limited. All rights reserved. Used under license. Fortune is a registered trademark and Fortune World's Most Admired Companies is a trademark of Fortune Media IP Limited and is used under license. Fortune Media IP Limited is not affiliated with, and does not endorse products or services of, Prudential Financial.

¹³As of March 2025. "World's Most Ethical Companies" and "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.

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¹⁵As of December 31, 2023. Ranking for Prudential Financial, according to A.M. Best.

¹⁶According to LIMRA as of 4Q24, The Prudential Insurance Company of America, Pruco Life, and Pruco Life of New Jersey.