UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): June 9, 2011

PRUDENTIAL FINANCIAL, INC.
(Exact name of registrant as specified in its charter)

New Jersey	001-16707	22-3703799
(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

751 Broad Street
Newark, New Jersey 07102
(Address of principal executive offices and zip code)

(973) 802-6000
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

¨ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

¨ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

¨ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

¨ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 2.02 Results of Operations and Financial Condition.

Prudential Financial, Inc., a New Jersey corporation (the "Company"), is furnishing a copy of slides being presented at its Investor Day conference on June 9, 2011, as Exhibit 99.1 hereto.

Item 7.01 Regulation FD Disclosure.

The response to Item 2.02 is hereby incorporated into this Item 7.01.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

99.1 Slide presentation of Prudential Financial, Inc. at its Investor Day conference on June 9, 2011 (furnished and not filed).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: June 9, 2011

PRUDENTIAL FINANCIAL, INC.

By:	/S/ BRIAN J. MORRIS
Name:	Brian J. Morris
Title:	Vice President and Assistant Secretary

Exhibit Index

Exhibit No.	Description
99.1	Slide presentation of Prudential Financial, Inc. at its Investor Day conference on June 9, 2011 (furnished and not filed).

Exhibit 99.1

PRUDENTIAL FINANCIAL, INC.
INVESTOR DAY 2011

JUNE 9, 2011

Prudential

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. It is possible that actual results may differ materially from any expectations or predictions expressed in this presentation. 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, 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, valuation 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 recently enacted 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, including possible difficulties in integrating and realizing the projected results of acquisitions, including risks associated with the recent acquisition of certain insurance operations in Japan; (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.

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 Service Businesses ("FSB"). 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.

Return on equity ("ROE") based on adjusted operating income is determined by dividing adjusted operating income after-tax (giving effect to the direct equity adjustment for earnings per share calculation) by average attributed equity for the Financial Services Businesses excluding accumulated other comprehensive income related to unrealized gains and losses on investments and accumulated other comprehensive income related to pension and postretirement benefits.

Our expectations of ROE potential are based on after-tax adjusted operating income. Because we do not predict future realized investment gains / losses or recorded changes in asset and liability values that are expected to ultimately accrue to contractholders, we cannot provide a measure of our ROE expectations based on income from continuing operations of the Financial Services Businesses, which is the GAAP measure most comparable to adjusted operating income.

For additional information about adjusted operating income and the comparable GAAP measure, including reconciliation between the two, please refer to our Annual Report on Form 10-K for the year ended December 31, 2010 and our Quarterly Report on Form 10-Q for the quarter ended March 31, 2011 located on the Investor Relations Web site at www.investor.prudential.com. Additional historical information relating to the Company's financial performance, including its first quarter 2011 Quarterly Financial Supplement, is also located on the Investor Relations website.

The information referred to above and on the prior page, as well as the risks of our businesses described in our Annual Report on Form 10-K for the year ended December 31, 2010, should be considered when reviewing forward-looking statements contained in this presentation.

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

	2009				2010				2011
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q
Individual Annuities pre-tax adjusted operating income (loss)	(244)	489	315	197	244	(131)	588	345	292
Reconciling items:									
Amortization of deferred policy acquisition and other costs (1)	112	(142)	(26)	(32)	(21)	88	(245)	(46)	(19)
Change in reserves for guaranteed minimum death and income benefits (1)	215	(274)	(185)	(47)	(53)	196	(167)	(100)	(40)
Other (2)	-	-	-	-	(25)	-	-	-	-
Individual Annuities pre-tax adjusted operating income excluding disclosed items indicated above	83	73	104	118	145	153	176	199	233

1) Reflects impact of market performance, actual-to-expected result differences, and changes in assumptions used in projecting gross profits and claims.
2) Includes refinements based on review and settlement of reinsurance contracts related to acquired business.

PRUDENTIAL FINANCIAL, INC.

JOHN STRANGFELD
CHAIRMAN AND CEO

Prudential Today

- Attractive return opportunities in high quality businesses, supported by strong balance sheet
- Balanced portfolio of selected risks; improving risk profile
- Expanding distribution: market leadership across multiple channels
- Growth engines in International Insurance, Annuities and Asset Management
- Capital management: balanced approach to investing in businesses, returning capital to investors
- Proven acquisition and integration track record
- Seasoned management team; focus on talent and leadership

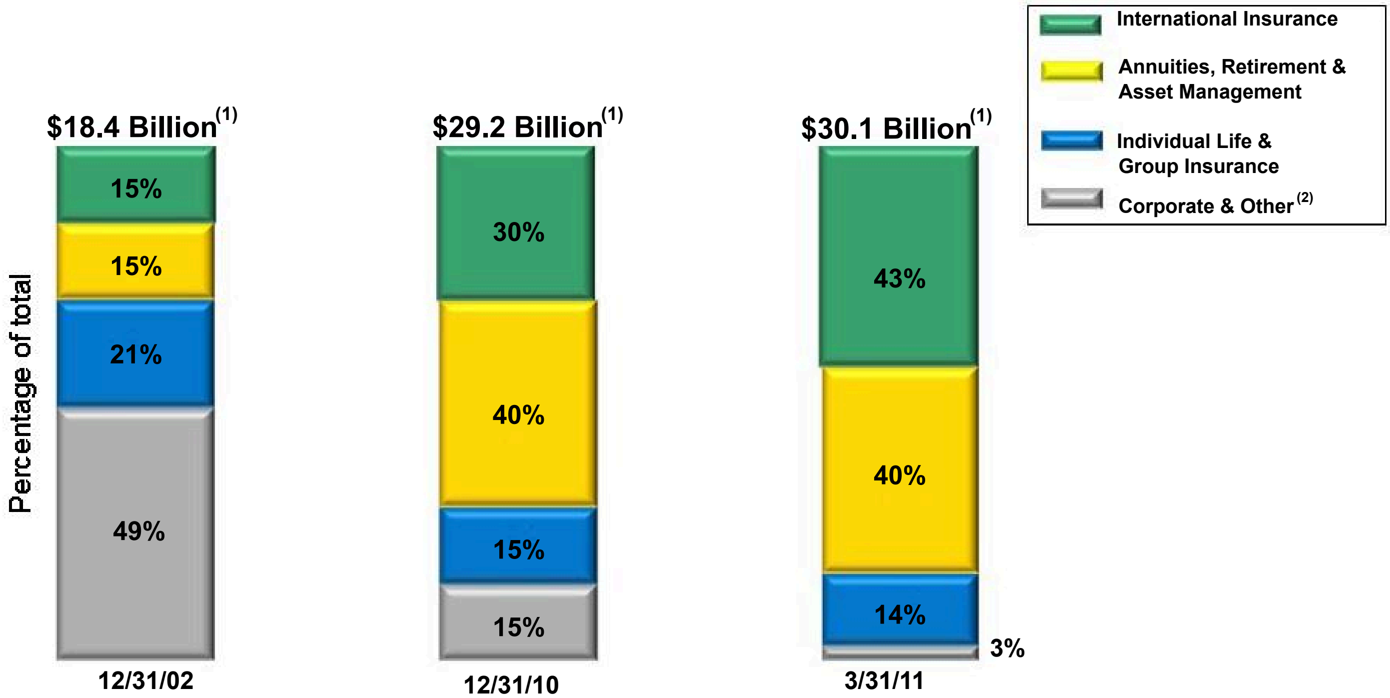
Leadership Positions in Chosen Markets

A set of businesses that are diverse, healthy and competitive in their markets

Rank	Business	Metric	As of
1	Variable Annuities	Sales (Advisor-sold)	1Q ’11
2	Stable Value	Assets	4Q ’10
7	Defined Contribution	Assets managed	2010
7	Defined Benefit	Assets managed	2010
3	Term Life	New annualized premiums	1Q ’11
2	Group Life	In-force premiums	4Q ’10
4	International Insurance	New business face amount in Japan	Dec. 2010

Sources: LIMRA, VARDS, PlanSponsor, Pensions & Investments, Life Insurance Association of Japan (excluding Japan Post Insurance)

Equity Deployment to a Superior Mix of High Quality Businesses



1) Attributed equity of Financial Services Businesses, including Corporate and Other; excludes accumulated other comprehensive income related to unrealized gains and losses on investments for all periods presented and excludes accumulated other comprehensive income related to pension and postretirement benefits for December 31, 2010 and March 31, 2011.

2) Includes divested businesses.

High Quality Mix of Businesses with Superior ROE Prospects(1)

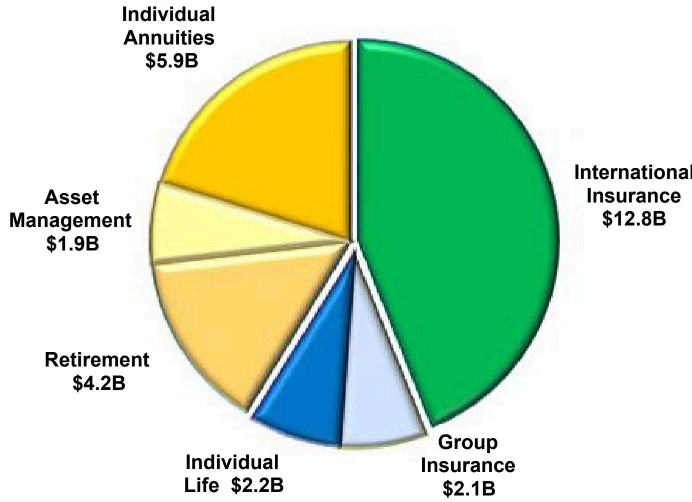
FINANCIAL SERVICES BUSINESSES
2010 BASELINE ROE
~10%(3)

Annuities, Retirement & Asset Mgmt
2010 Baseline ROE
11% - 12%

Individual Life & Group Ins
2010 Baseline ROE
11% - 12%

International Insurance
2010 Baseline ROE
19% - 20%

MARCH 31, 2011
ATTRIBUTED EQUITY
$30.1 BILLION(2)



FINANCIAL SERVICES BUSINESSES
2013 ROE POTENTIAL
13% - 14%(3)

Annuities, Retirement & Asset Mgmt
2013 ROE Potential
14% - 15%

Individual Life & Group Ins
2013 ROE Potential
12% - 13%

International Insurance
2013 ROE Potential
17% - 18%

1) Business unit ROE's are unlevered and are based on FSB effective tax rate applicable to Adjusted Operating Income.
2) Attributed equity of Financial Services Businesses as of March 31, 2011, excluding accumulated other comprehensive income related to unrealized gains and losses on investments and pension and postretirement benefits; includes $1.0 billion attributed to Corporate and Other.
3) Includes Corporate & Other results, including costs of Capital Debt.

DEPLOYMENT OF CAPITAL FOR SUPERIOR GROWTH AND RETURN PROSPECTS

MARK GRIER
VICE CHAIRMAN
PRUDENTIAL FINANCIAL, INC.

Prudential

Capital Deployment
"Then" and "Now"

Circa 2008 - 2009	2011
• Defense	• Offense
• Offense	• Defense

Strong Capital Position

	12/31/2010 (1)
Prudential Insurance	
Total Adjusted Capital(2)	
Reported Amount	$ 12
Amount consistent with 400% RBC	9
Excess	$ 3
Other Capital Capacity, including Parent Company and Operating Subsidiaries(3)	$1.0 – $1.5
Total Available On Balance Sheet Capital	$4.0 – $4.5
Estimated "Readily Deployable" Capital	$2.2 – $2.7

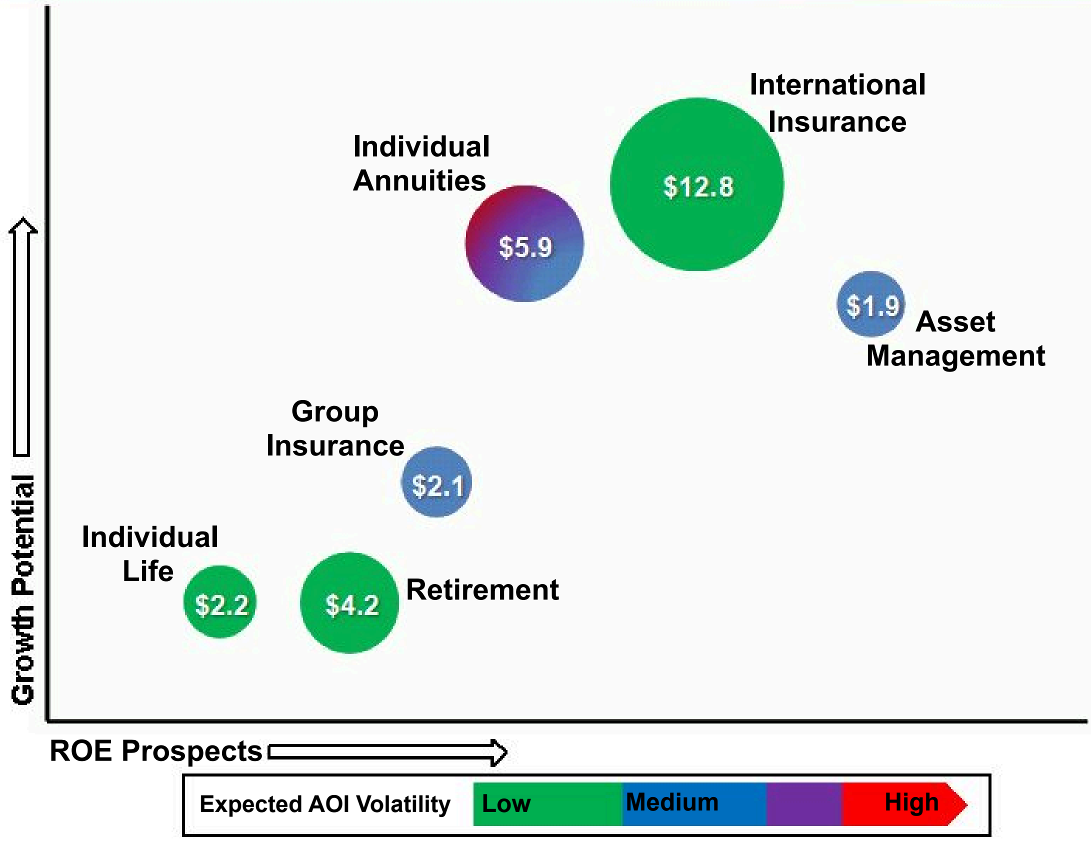
1) Pro-forma for Star/Edison acquisition which closed February 1, 2011 and Global Commodities business divestiture expected to close in second quarter 2011; in billions.
2) As reported on statutory basis.
3) Reflects targeted statutory ratios in domestic and international regulated entities consistent with "AA" ratings objectives.

Capital Management and Business Approach

Capital Management Begins with Selection of Businesses and Risks

- High value-added business models
- Credible diversification in mix of businesses and risks
- Consistent with established strategies
- Fit with proven execution and risk management capabilities
- Contribution to ROE prospects and growth potential

Superior Business Mix Drives Growth and Return Prospects (1)



1) For illustrative purposes only; not intended to express actual growth or return expectations for any particular periods. Amounts shown (in billions) represent attributed equity as of March 31, 2011.

Prudential's Business Mix

Individual Life	• Focus on returns through capital management, cost effective distribution • Coordinated approach to product and distribution channel management • Quality business; avoid inappropriate financing • Results largely uncorrelated to U.S. equity markets
Group Insurance	• Focus on returns: case selection, appropriate pricing • Cultivate optional life sales through employer clients • Deliver stable earnings and strong cash flows
Retirement	• Emphasis on Full Service business • Market opportunity in investment-only products for pension plan sponsors • Positioned for developing pension risk transfer market

Prudential's Business Mix

Asset Management	• Leading third party asset manager • Seasoned skills in multiple asset classes provide competitive advantage for Prudential businesses • Strong net flows drive increasing AUM, growing asset management fees • Improving earnings quality; reduced exposure to volatility

Prudential's Business Mix

Annuities	• Market leading positions across multiple distribution channels • Proven, superior value proposition based on "highest daily" living benefits • Popularity of auto-rebalancing products drives improving overall risk profile • Growing returns on an increasing base

Prudential's Business Mix

International Insurance	• Sustained success in Japan built on foundation of needs-based selling, emphasis on protection products adapted to successful retirement products • Expanding distribution including Life Planners, Life Advisors, banks and independent distributors fuels growth prospects • Lifetime client relationships, innovative products and broad-based distribution support opportunities in attractive retirement market

PRUDENTIAL INTERNATIONAL INSURANCE

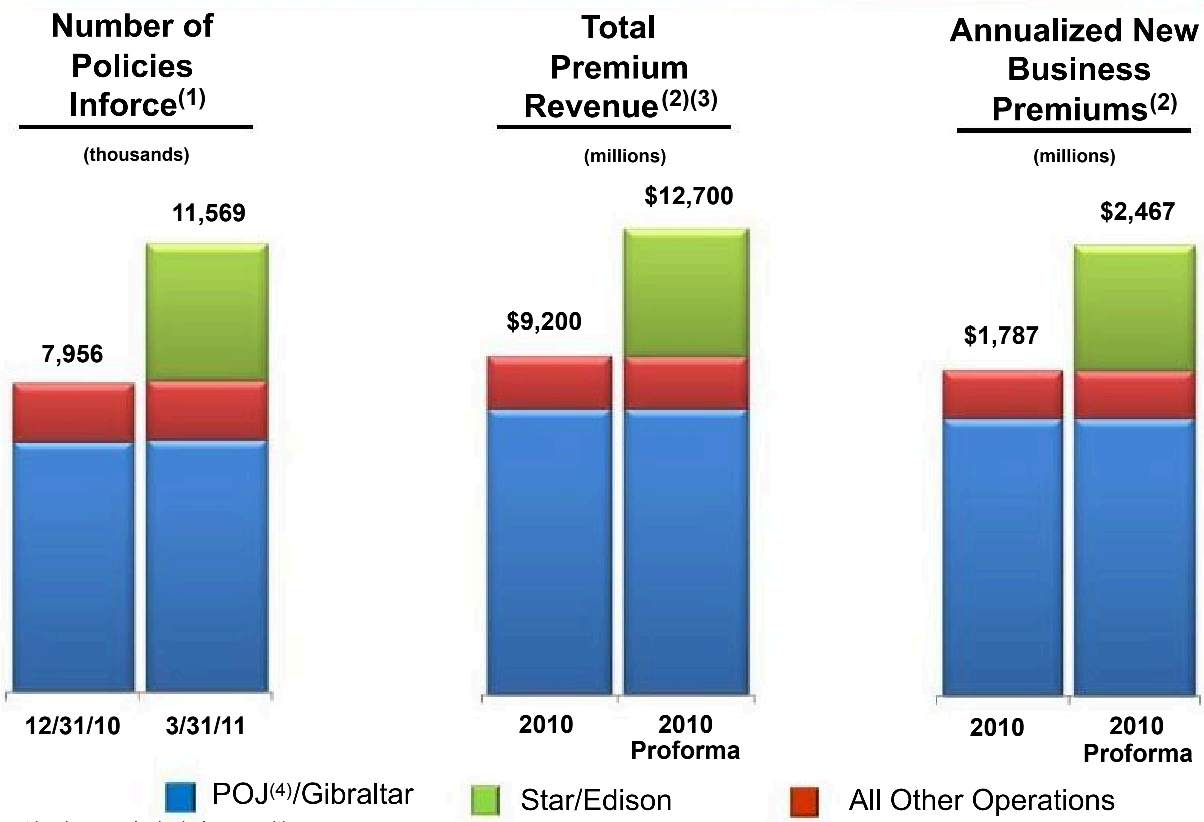
BUILDING ON SUCCESS IN JAPAN

EDWARD BAIRD
EXECUTIVE VICE PRESIDENT
CHIEF OPERATING OFFICER, INTERNATIONAL
PRUDENTIAL FINANCIAL, INC.

International Insurance

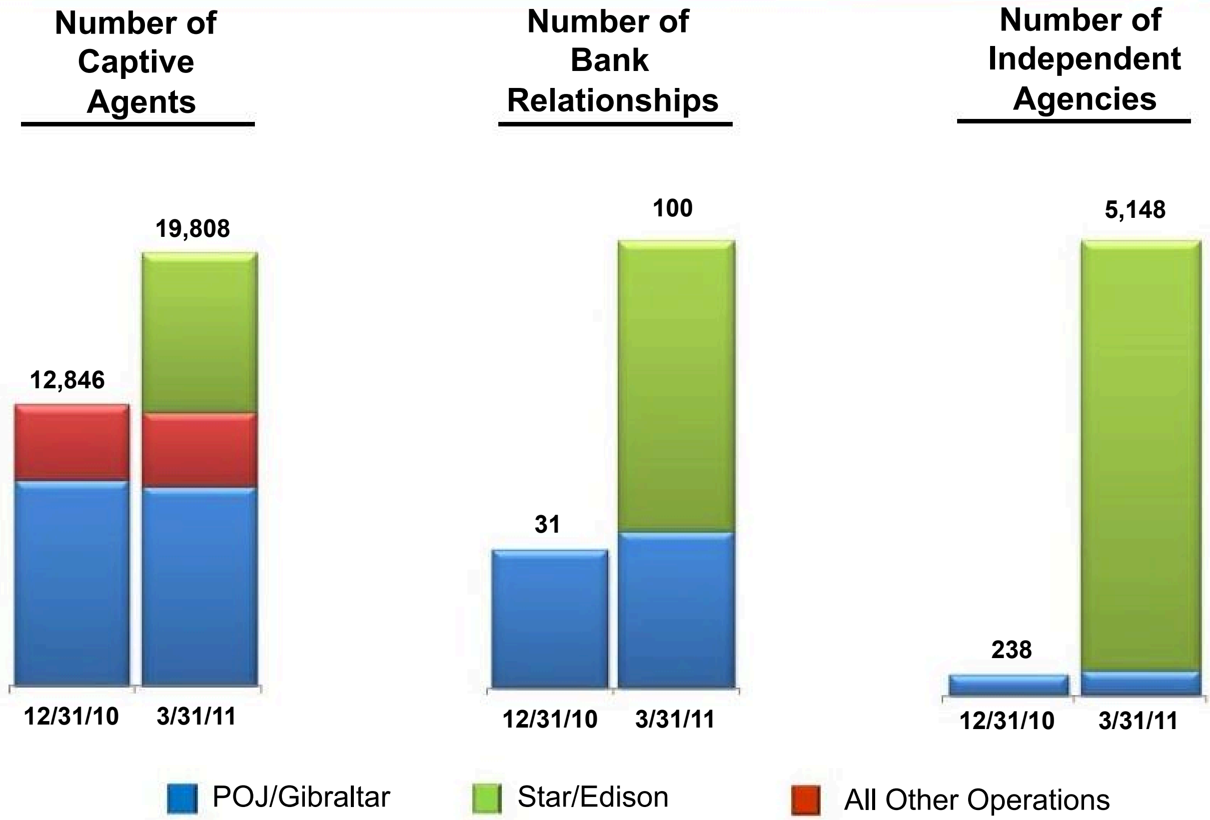
- Big business
- A market leader in Japan
- High margins, low volatility
- Strong growth

International Insurance



1) Direct business only; includes annuities.
2) Foreign denominated activity translated to U.S. dollars at uniform exchange rates; Japanese yen 92 per U.S. dollar; Korean won 1190 per U.S. dollar.
3) Represents net premiums, policy charges and fee income.
4) Prudential of Japan ("POJ").

International Insurance



Overall Position – New Business (Face Amount)[1]

Market share improvement of 4.8%

6 Years Ago FY 2004	Share	Nine Months ended December 31, 2010	Share
1. Nippon	18.4%	1. Dai-ichi	12.2%
2. Dai-ichi	14.3%	2. Nippon	12.1%
3. Meiji-Yasuda	11.1%	3. T&D Financial	10.9%
4. Sumitomo	10.8%	4. Prudential	9.7%
5. T&D Financial	7.7%	5. Sumitomo	7.5%
6. AIG Group	5.6%	6. Meiji-Yasuda	7.3%
7. Prudential	4.9%	7. Sony	6.7%
8. Sony	3.8%	8. MetLife Alico	4.8%
9. Fukoku	3.4%	9. Millea	4.5%
10. Mitsui	2.9%	10. Sompo Japan	3.6%

1) Industry data from Life Insurance Association of Japan. Data shown are based on companies' Japanese statutory results for nine months ended December 31, 2010 and fiscal year ended March 31, 2005. New business amounts are individual life and annuity contracts including net increase by conversion. Excludes Japan Post Insurance. Prudential's share for the nine months ended December 31, 2010 is pro forma for the acquisition of Star/Edison, which contributed 1.7% of share.

Stable Sources of Earnings

Earnings are primarily the result of stable drivers.

Pre-Tax AOI International Insurance Operation[(1)]

1) Pre-tax adjusted operating income for our International Insurance operations as presented above excludes the results of the International Investments businesses previously included in the International Investments segment and currently included within "Gibraltar Life and Other Operations" within the International Insurance segment for financial reporting purposes.
2) Includes margin on multi-currency annuity products.

Japan: Substantial Growth Opportunities in an Attractive Market

- World's second largest life insurance market: Life premiums $399 billion[(1)]
- Household sector wealth $18.3 trillion, similar to U.S. on per-capita basis[(2)]
- Expanding retirement market driven by aging population, increased emphasis on individual responsibility for financial security
- Growing distribution opportunities include banks, independent distributors

1) For the year 2009, based on Swiss Re survey

2) Based on December 31, 2010 data; Sources: Federal Reserve, Bank of Japan, U.S. Census Bureau, Oanda

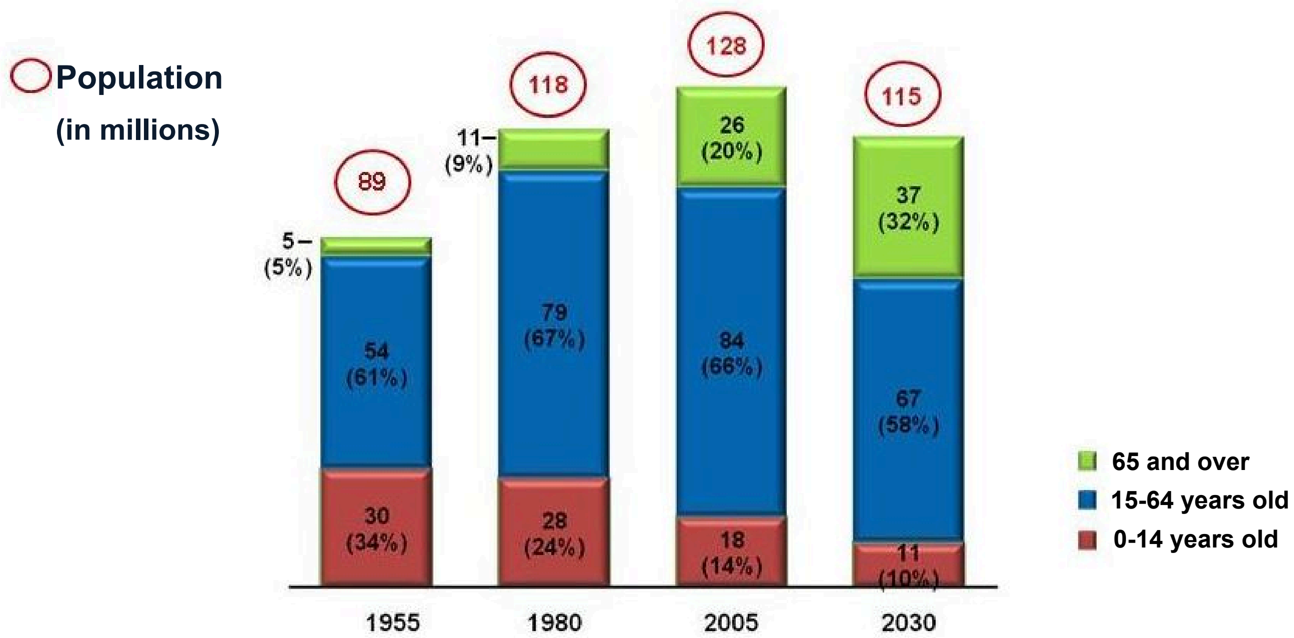
World's Largest Life Insurance Markets

Country	Rank	Life Premiums ($ billions) 2009
United States	1	492
Japan	2	399
United Kingdom	3	218
France	4	194
Italy	5	115
Germany	6	112
China	7	109
South Korea	8	57
India	9	57
Taiwan	10	52

Source: Swiss Re survey

Growing Retirement Market Complements Substantial Premature Death Protection Market

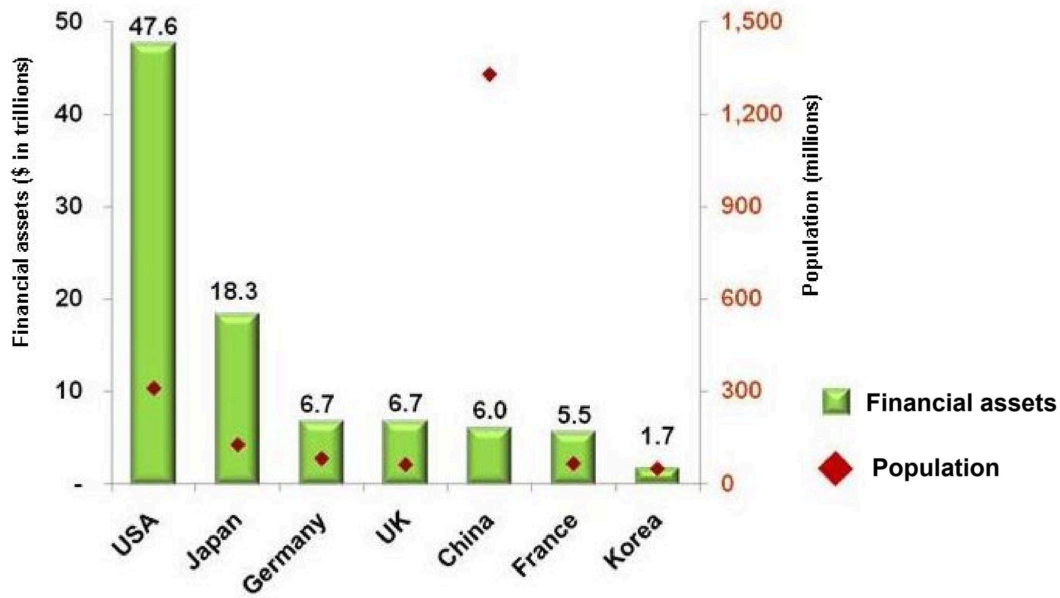
Japan Demographics



Source: National Institute of Population and Social Security Research, Japanese Journal of Population

Household Sector Financial Assets

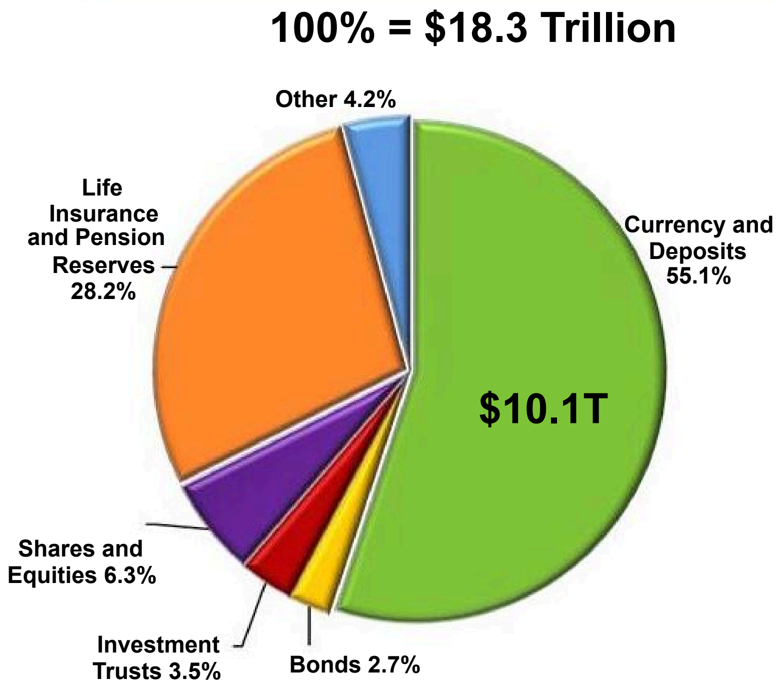
Financial Assets in the Household Sector of Select Major Economies



Note: Data for Japan, USA, and UK is as of December 31, 2010; China is as of September 30, 2009; other markets are as of December 31, 2009
Source: Federal Reserve, Bank of Japan, Eurostat, Central Bureau of Statistics of China, OECD, US Census Bureau, Oanda.

Portfolio of Financial Assets – Japan

Financial Assets in the Household Sector
December 31, 2010

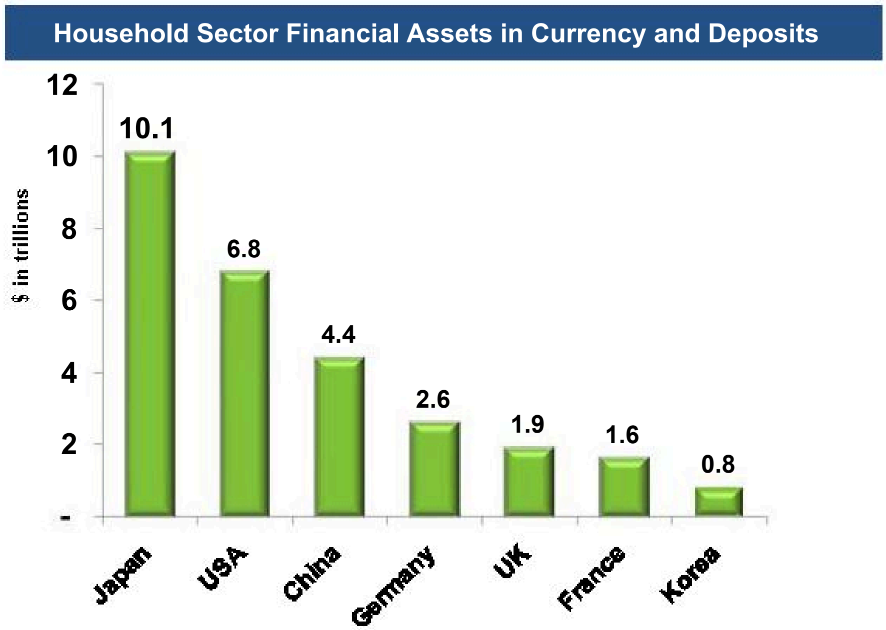


Source: Bank of Japan, Federal Reserve, Oanda

Household Sector
Pool of Currency and Deposits

Japan has the largest pool of household assets in currency and deposits

- ~50% higher than that of the U.S. despite a population that is ~60% smaller
- Greater than the currency and deposits of Germany, the United Kingdom and France combined



Note: Data for Japan, USA, and UK is as of December 31, 2010; China is as of September 30, 2009; other markets are as of December 31, 2009
Source: Federal Reserve, Bank of Japan, Eurostat, Central Bureau of Statistics of China, OECD, US Census Bureau, Oanda.

Needs-Based Selling Over a Lifetime

Client Age	20	30	40	50	60+
Client Focus	Death Protection Needs			Retirement Income Needs	
Prudential Solutions	Term Insurance Whole Life U.S. Dollar Retirement Income Accident & Health[1] Fixed Annuity Products				

- Lifetime client relationships
- Needs-based selling through client life cycles
- Innovative products serve evolving needs

1) Accident and Health (A&H) primarily includes daily hospitalization indemnity, cancer insurance, and accident and sickness riders.

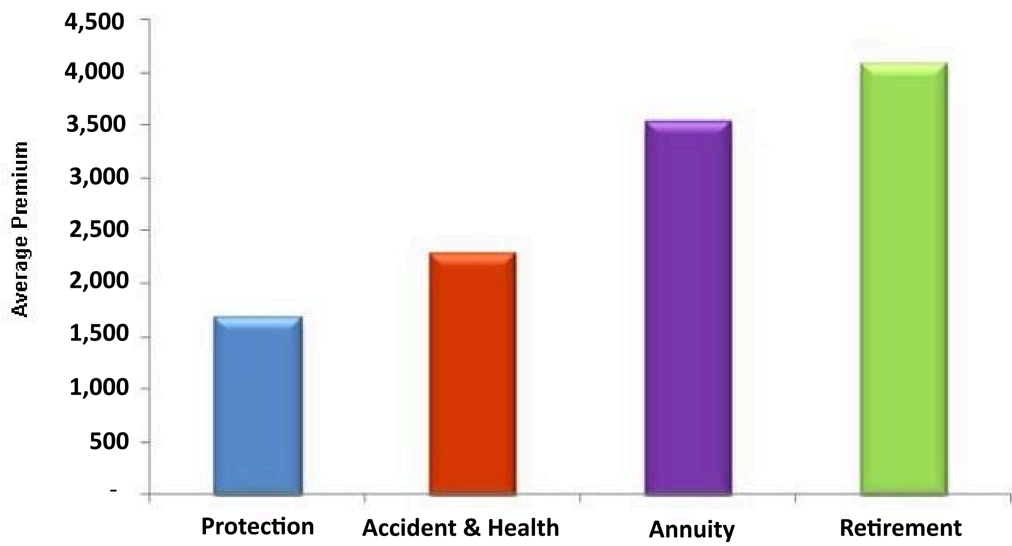
Protecting Financial Security For a Lifetime

Aging population leads to demand for larger policy size.

Client Age	25-34	35-44	45-54	55-64
Annual Premium per client (1)	$3,000	$3,800	$4,900	$5,500

1) Based on annual premium for new Prudential of Japan insureds in 2009 (male, married insured, individual policies); foreign-denominated activity translated to U.S. dollars at uniform exchange rates, Japanese yen 99 per U.S. dollar.

Japan Average Premium[1]



1) Based on annualized new business premiums for the year ended December 31, 2010 sold by Life Planners and Life Advisors. Foreign denominated activity translated to U.S. dollars at uniform exchange rates; Japanese yen 92 per U.S. dollar.

International Insurance

Meeting customer needs through…

- Strong and diverse product portfolio
- Complementary distribution capabilities
- Strong relationships

No. 1 in Customer Satisfaction

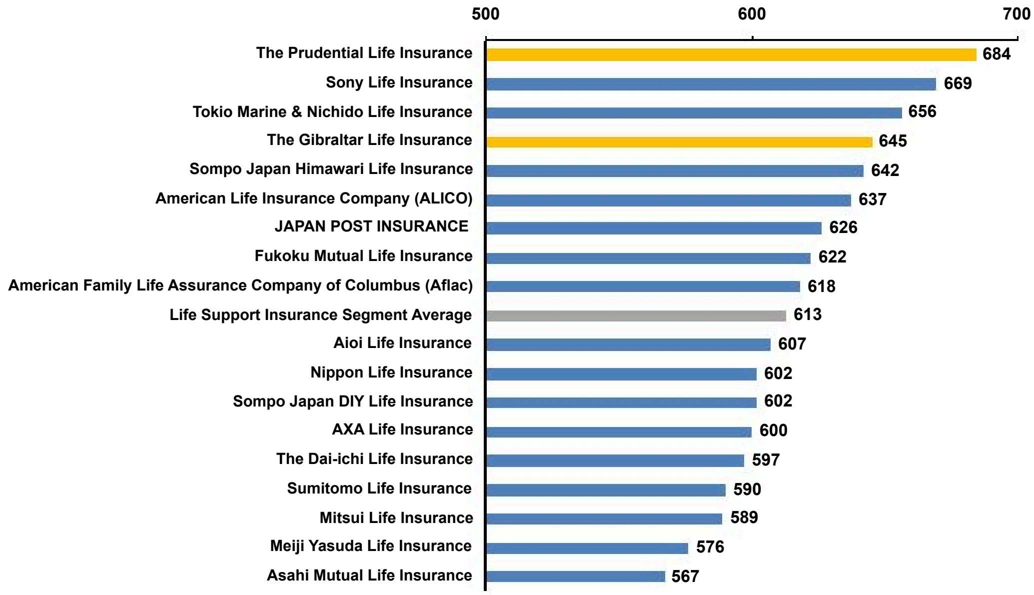
J.D. Power Asia Pacific

2011 Japan Life Insurance Contract Customer Satisfaction Study SM

Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

Life Support Insurance Segment



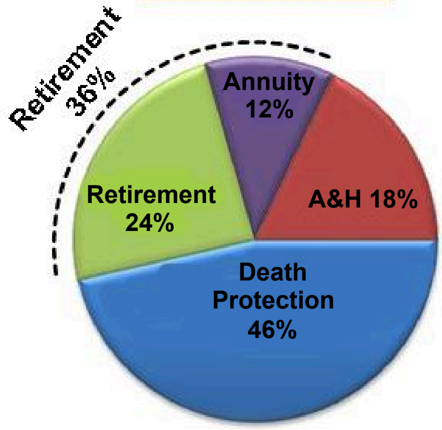
Included in the study but not ranked due to small sample size are: AIG Edison Life Insurance; AIG Star Life Insurance; Allianz Life Insurance Japan; Daido Life Insurance; Fukokushinrai Life Insurance; ING Life Insurance; Lifenet Insurance; Manulife Life Insurance; Mitsui Sumitomo Kirameki Life Insurance; NEXTIA Life Insurance (former SBI AXA Life Insurance); NIPPONKOA Life Insurance; ORIX Life Insurance; Taiyo Life Insurance; The FujiLife Insurance; The Prudential Gibraltar Financial Life Insurance (former Yamato Life Insurance); and Zurich Life Insurance.

Source: J.D. Power Asia Pacific 2011 Japan Life Insurance Contract Customer Satisfaction Study SM
Rankings are based on numerical scores, and not necessarily on statistical significance.

Product Portfolio
Serving Financial Security Needs Over a Lifetime

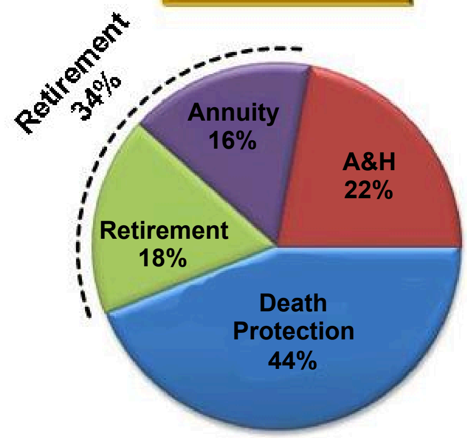
Annualized New Business Premiums [1]
Year ended December 31, 2010

$1,521 million



Annualized New Business Premiums [1] [2]
Pro Forma Year ended December 31, 2010

$2,202 million

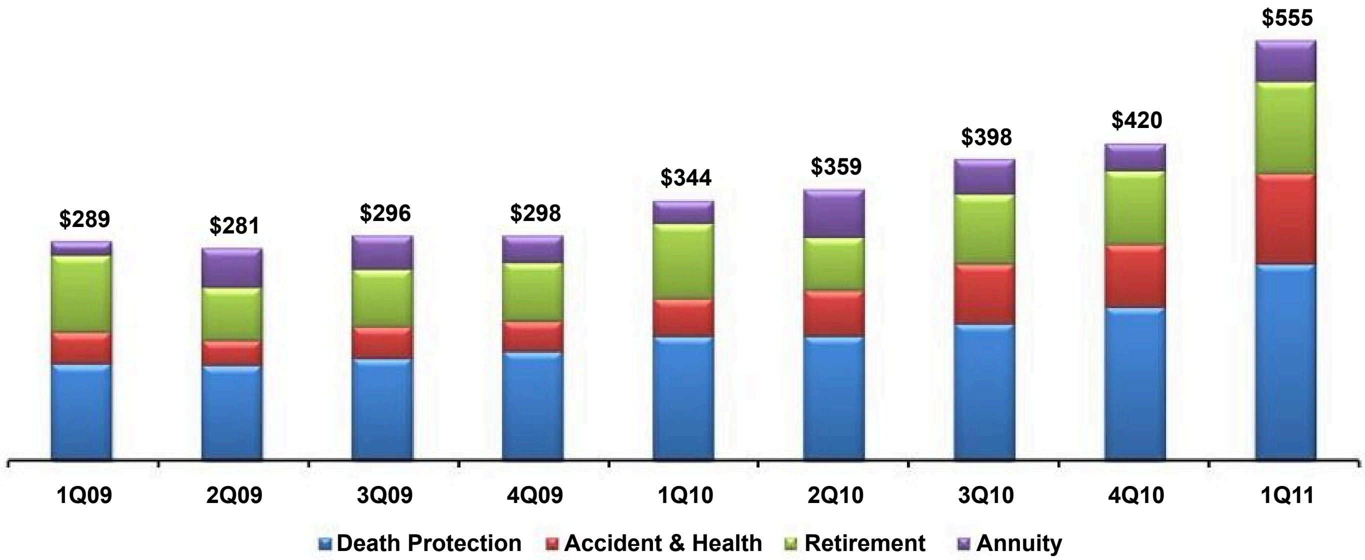


1) For Prudential's Japanese businesses; foreign denominated activity translated to U.S. dollars at uniform exchange rates; Japanese yen 92 per U.S. dollar.
2) Pro-forma including approximation of Star and Edison businesses.

Diverse Annualized New Business Premiums in Japan

Annualized New Business Premiums(1)

($ in millions)

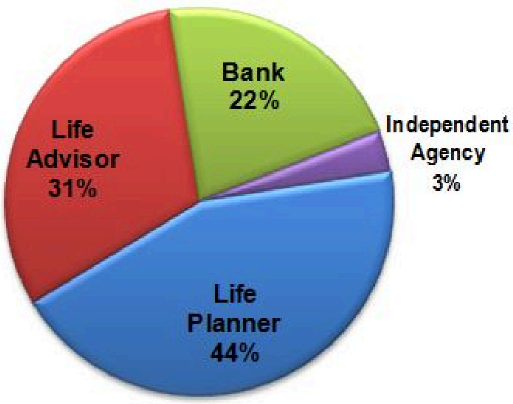


1) For Prudential's Japanese businesses; foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented; Japanese yen 92 per U.S. dollar.

Distribution Channels in Japan

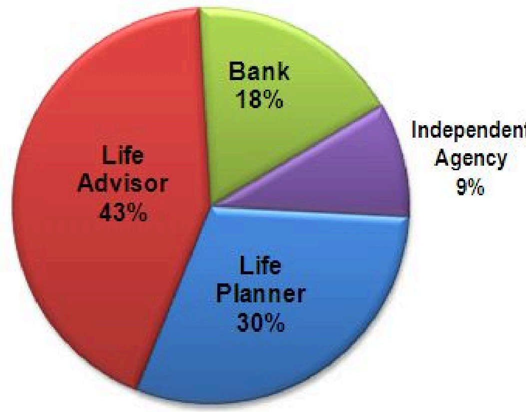
Annualized New Business Premiums (1)
Year ended December 31, 2010

$1,521 million



Annualized New Business Premiums (1)(2)
Pro Forma Year ended December 31, 2010

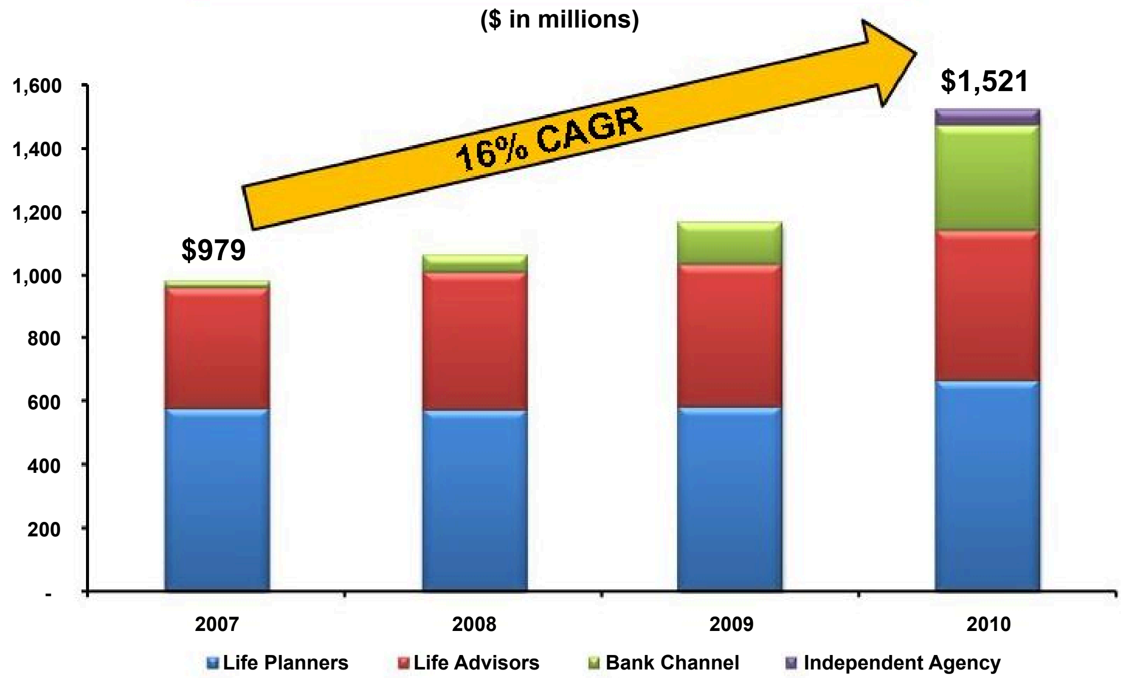
$2,202 million



1) For Prudential's Japanese businesses; foreign denominated activity translated to U.S. dollars at uniform exchange rates; Japanese yen 92 per U.S. dollar.
2) Pro-forma including approximation of Star and Edison businesses.

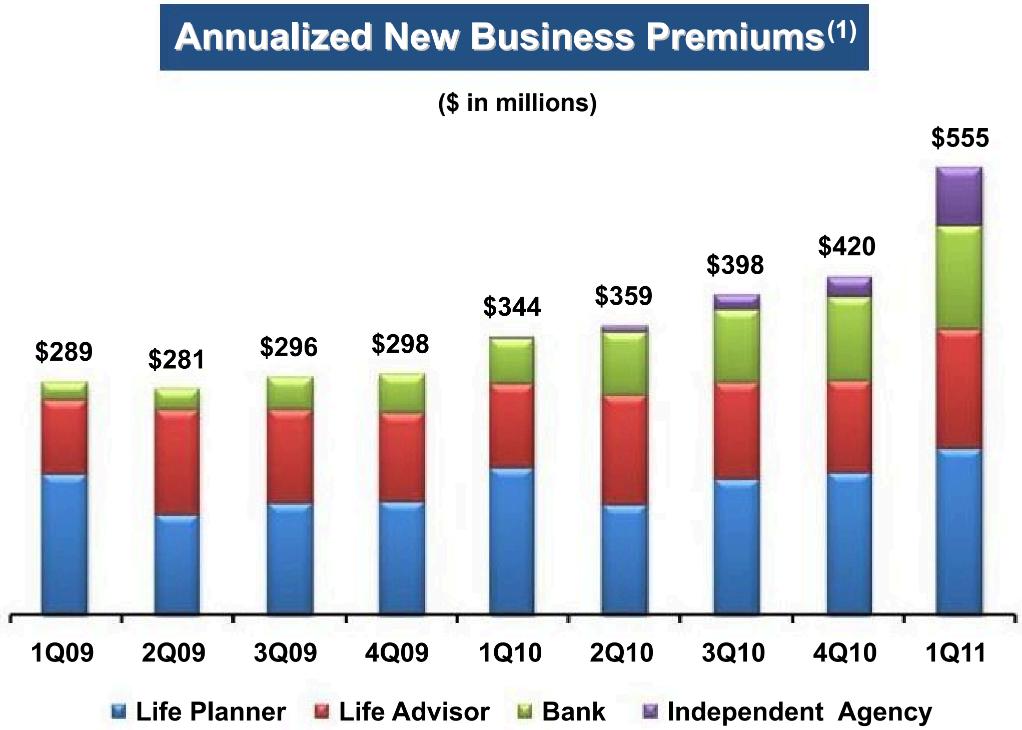
Complementary Distribution Channels Drive Sales Growth in Japan

Annualized New Business Premiums(1)



1) For Prudential's Japanese businesses; foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented. Japanese yen 92 per U.S. dollar.

Complementary Distribution Channels Drive Sales Growth in Japan

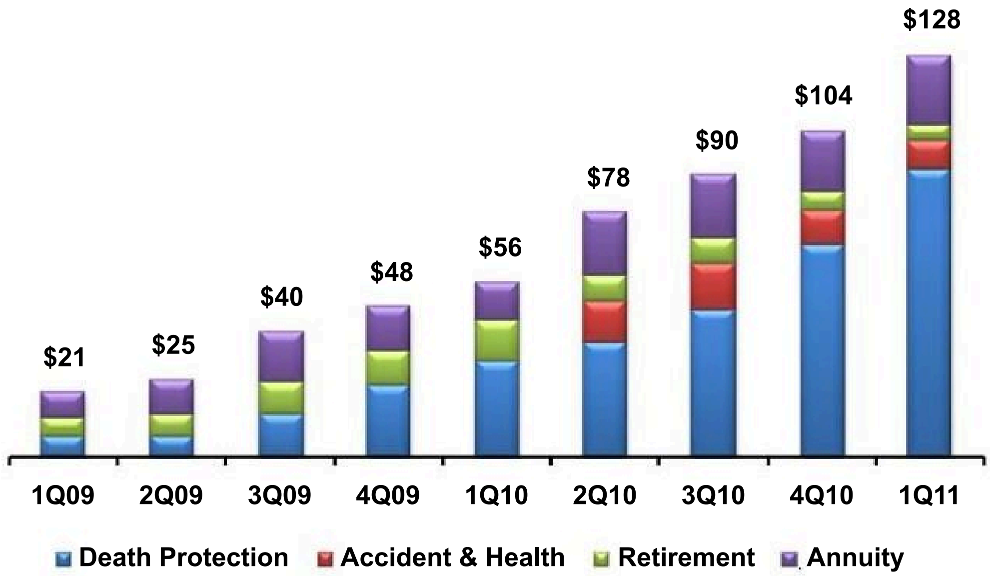


1) For Prudential's Japanese businesses; foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented. Japanese yen 92 per U.S. dollar.

Bank Channel Sales Growth Driven by Protection Products

Annualized New Business Premiums[1]

($ in millions)



1) Foreign denominated activity translated to U.S. dollars at uniform exchange rates for all periods presented; Japanese yen 92 per U.S. dollar.

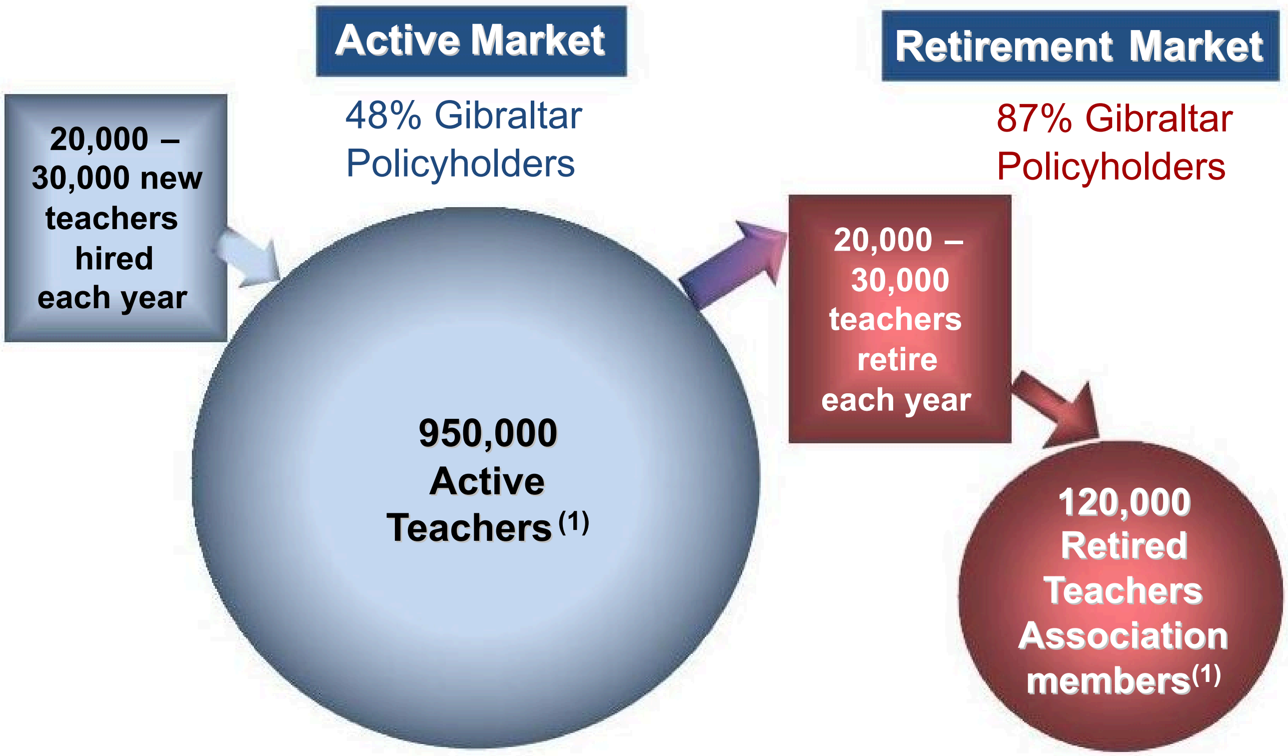
Prudential's Key International Strategies: Suited to Japanese Market Opportunities

- Target the affluent and mass affluent consumer
- Needs-based selling: historical focus on life insurance; increasing emphasis on meeting retirement needs
- Proprietary distribution model built on recruiting, selection and training
- Growth through complementary distribution channels and opportunistic acquisitions

Life Planner Distribution

- Life Planner – a selective, high quality sales force
  - Hire about 3 out of 100 candidates
  - Well trained and professional
  - Customer focused
  - Disciplined, and demonstrate “missionary zeal”
- Emphasize protection products requiring analysis of client needs
- Significant sales to small business/executive/professional market
- Exceptional sales productivity and persistency

Teachers Association: Perennial Sales Opportunities



1) Numbers approximate as of March 31, 2011.

Teachers Association
Core Relationship Contributes to Life Advisor Distribution

Japanese Educational Mutual Aid Association of Welfare Foundation (Teachers Association)

財団法人 日本教育公務員弘済会

- Relationship since 1952
- Approximately 600,000 members(1)
- Access to approximately 950,000 teachers and school personnel through 47 prefectural (local) associations and 37,000 schools(1)
- Annualized new business premiums in 2010, $181 million(2)

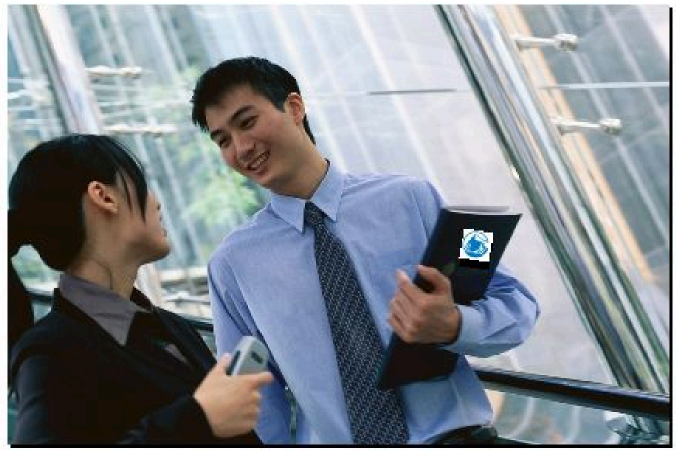
1) As of March 31, 2011.
2) Foreign denominated activity translated to U.S. dollars at uniform exchange rates; Japanese yen 92 per U.S. dollar.

Bancassurance Powered by Prudential

Prudential Support

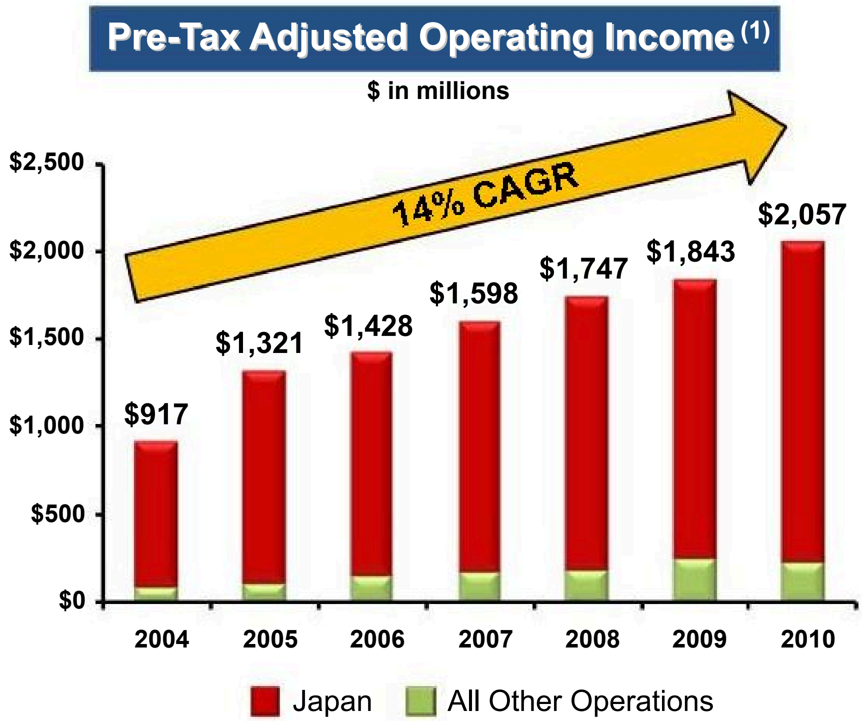
- Insurance education and training backed by proven distribution model
- Competitive products focused on protection
- Highly regarded brand, promises backed by a strong company
- Access to expertise of "seconded" former Prudential of Japan Life Planners[1]

Bank Employee Life Insurance Sales



1) At certain banks.

International Insurance
Sustained Growth Reflects Success in Japanese Market



1) Pre-tax adjusted operating income for our International Insurance operations as presented above excludes the results of the International Investments businesses previously included in the International Investments segment and currently included within "Gibraltar Life and Other Operations" within the International Insurance segment for financial reporting purposes. The pre-tax adjusted operating income (loss) of our International Investments businesses was $28 million, $25 million, $(412) million, $63 million, $20 million, $(5) million and $(9) million in 2010, 2009, 2008, 2007, 2006, 2005 and 2004, respectively.

Key Takeaways

- Prudential's largest business
- A market leader in Japan
- High margins, low volatility
- Strong growth

ASSET MANAGEMENT AT PRUDENTIAL

BROAD ASSET CLASS CAPABILITIES
HIGH QUALITY EARNINGS GROWTH

CHARLES LOWREY
EXECUTIVE VICE PRESIDENT
CHIEF OPERATING OFFICER, U.S. BUSINESSES
PRUDENTIAL FINANCIAL, INC.

Asset Management

Leading Third Party Asset Manager

- Robust institutional and retail businesses attract and retain talented investment professionals
- Substantial fee-based earnings that benefit from operating leverage
- Limited capital requirements; sustainable high ROE

Competitive Advantage for Prudential Businesses

- Seasoned skills in multiple asset classes support attractive general account investments
- Investment management strength supports retirement, annuities, and insurance businesses

Prudential Investment Management
Key Strategies

- Utilize significant talent base across multiple asset classes; established track records, and broad and deep client relationships to increase AUM(1) base
- Grow high-quality earnings driven primarily by asset management fees
- Manage business risks and strategically employ proprietary investing
- Apply skill sets to support general account asset selection and management

- Fee-driven growth potential
- Favorable ROE
- Competitive advantage for Prudential's retirement, annuities and insurance businesses

1) Assets under management (AUM).

Asset Management's Competitive Strengths Appeal to Clients as well as Investment Professionals

- **Experience and Track Record**
- **Breadth and Depth of Capabilities**
- **Access to Capital and Co-investing**
- **Brand and Reputation**
- **Scale**

Third Party Clients

- $275 billion third party AUM[1]
- 13% AUM CAGR (2005 – 2010)

Manager Continuity[1]

- 220 portfolio managers
- Average tenure 13 years

1) As of March 31, 2011; AUM excludes affiliated institutional and retail assets under management.

Asset Management has Three Major Client Types

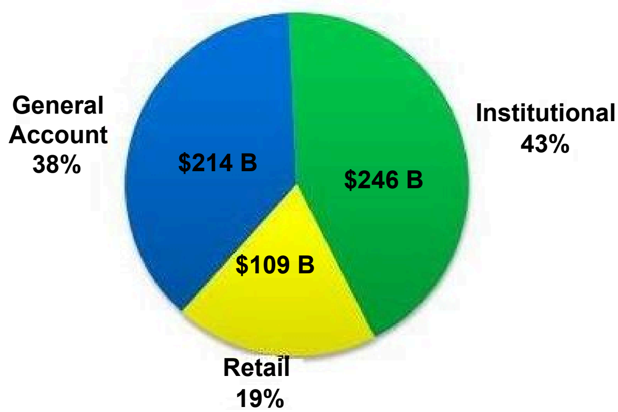
Total AUM: $569 billion(1)

General Account $214 billion	Institutional $246 billion	Retail $109 billion
• U.S. individual life and group insurance • Retirement • Annuities • International Insurance (U.S. dollar assets)	• Public Pension Plans (DB/DC) • Corporate Pension Plans (DB/DC) • Union Pension Plans • Endowments • Foundations • Sovereign Wealth Funds • Non-affiliated Insurance Companies	• Affiliated – Annuities – Retirement – Individual life • Proprietary Mutual Funds • Subadvisory relationships

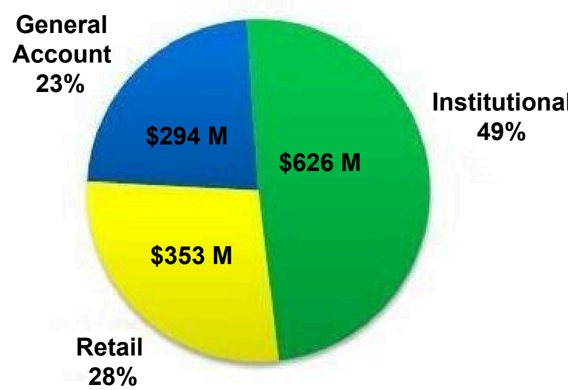
1) As of March 31, 2011.

AUM and Revenues are Well Diversified by Client Type

Assets Under Management
$569 billion (1)



Asset Management Fees
$1.3 billion (2)

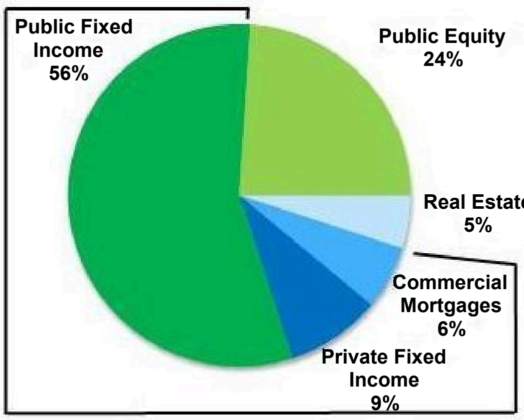


1) As of March 31, 2011.

2) For the year ended December 31, 2010.

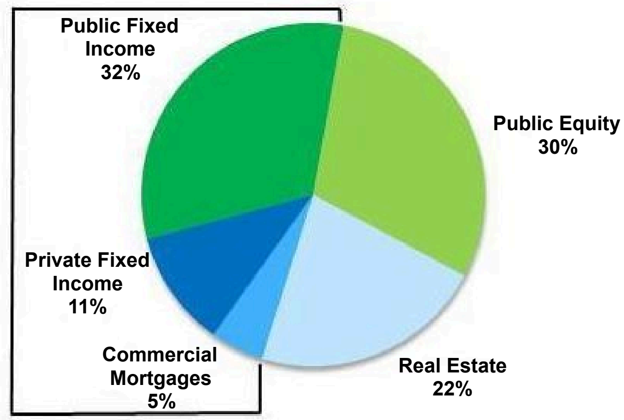
AUM and Revenues are also Diversified by Asset Class

Assets Under Management
$569 billion (1)



71% of AUM from Fixed Income

Asset Management Fees
$1.3 billion (2)



48% of Fees from Fixed Income

Public **Private**

1) As of March 31, 2011.
2) For the year ended December 31, 2010.

AUM Spans Six Distinct Investment Disciplines

Investment Manager	Investment Discipline	Public/Private	3/31/11 AUM(1)
Jennison Associates	Fundamental Equity	Public	$ 86
Quantitative Management Associates (QMA)	Quantitative Equity	Public	47
Prudential Fixed Income (PFIM)	Public Fixed Income	Public	273
Jennison Associates	Public Fixed Income	Public	47
Prudential Capital Group (PCG)	Private Fixed Income	Private	54
Prudential Mortgage Capital Company (PMCC)	Real Estate Debt	Private	34
Prudential Real Estate Investors (PREI)	Real Estate Equity	Private	28

Total AUM: $569

1) In billions.

Public Fixed Income

Prudential Fixed Income	Jennison Fixed Income
• $273 billion AUM [1]	• $47 billion in fixed income AUM [1]
• Operations in U.S., Europe, and Asia	• Operations in U.S.
• Comprehensive product line – Broad market strategies – Core, Core Plus – Intermediate Gov/Credit – Long Duration/LDI – Corporates – High Yield – Emerging Markets – US Bank Loans – Alternatives/CDOs	• Focused product line – U.S. strategies – Intermediate and long duration – Core
• 276 Institutional clients [1]	• 94 Institutional clients [1]
• 180 Investment professionals [1]	• 12 Investment professionals [1]

1) As of March 31, 2011.

Public Equity

Jennison Associates		Quantitative Management Associates	
• $86 billion in equity AUM (1)		• $47 billion in equity AUM (1)	
• Fundamental		• Quantitative	
• Growth	• Midcap growth	• Core	• Global
• Blend	• Small Cap	• Value	• International
• Value	• Sector strategies	• All Cap	• Emerging Markets
• Multi-Cap	• Global	• Mid Cap	• Index
• Equity income		• Small Cap	• Asset Allocation
• Domestic and Global		• Domestic and Global	
• 162 Institutional equity clients (1)		• 140 Institutional clients (1)	
• 48 Investment professionals (2)		• 35 Investment professionals (1)	

1) As of March 31, 2011.

2) As of May 24, 2011.

Private Fixed Income

Prudential Capital Group	Prudential Mortgage Capital Company
• $54 billion AUM [(1)] in private debt	• $34 billion AUM [(1)] in commercial mortgages
• Operations in U.S. and Europe	• Operations in U.S. and Japan
• Direct origination network	• Direct origination network
• $10 billion originations in 2010	• $9 billion originations in 2010
• Over 900 Borrowers	• Over 2,000 Borrowers
• 140 Investment professionals [(1)]	• 105 Investment professionals [(1)]

1) As of March 31, 2011.

Prudential Real Estate Investors

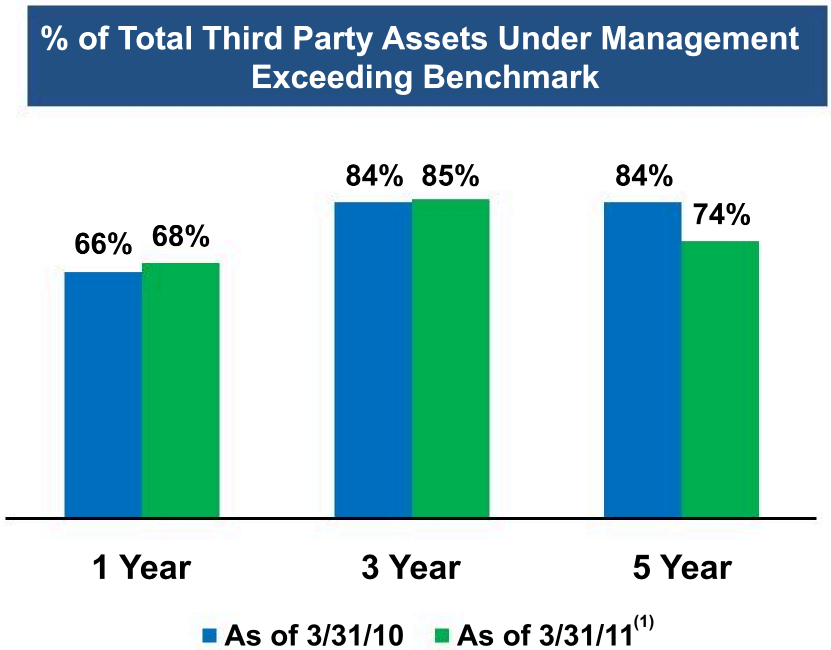
Prudential Real Estate Investors

- $28 billion AUM [(1)]
- Operations in U.S., Europe, Asia, and Latin America
- One of few global real estate investment managers
- 21 offices worldwide [(1)]
- 490 Institutional clients [(1)]
- 56 Funds managed [(1)]
- Asia (5), Europe (18), Mexico (7), U.S. (17), REITS (9)
- 216 investment professionals [(1)]

1) As of March 31, 2011.

Our Investment Performance Track Record is Strong

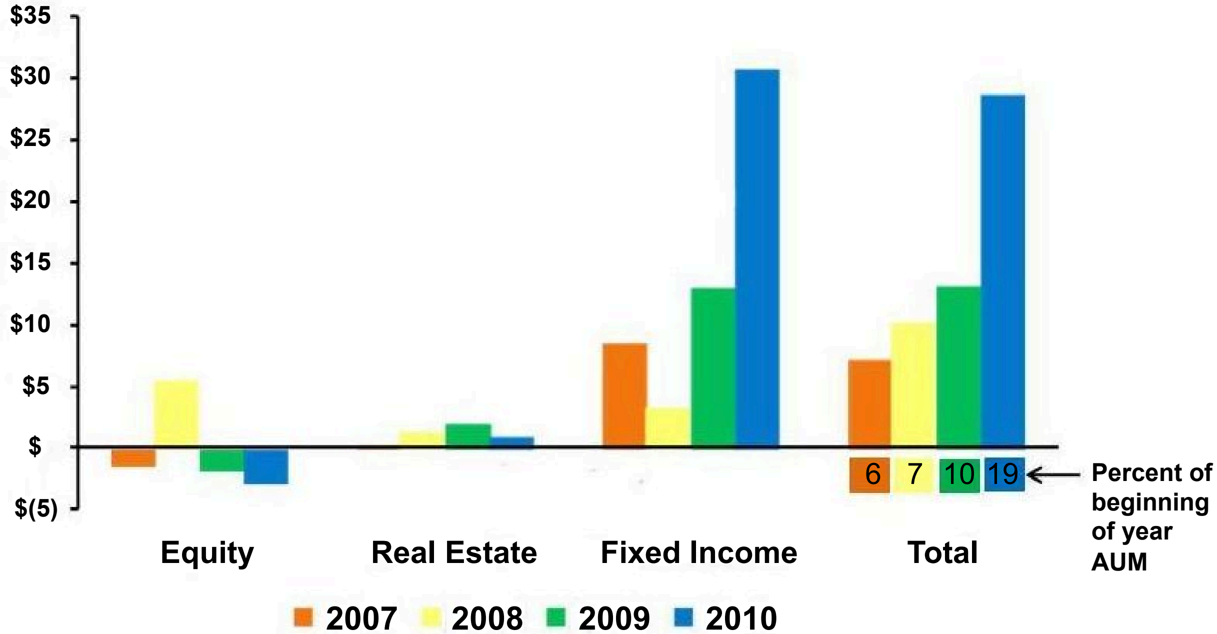
- Percentage of AUM exceeding their respective benchmarks has been strong in the 1, 3, and 5 year periods



1) 70% ($247 billion) of Retail and Institutional assets under management as of March 31, 2011 is actively managed against a benchmark.

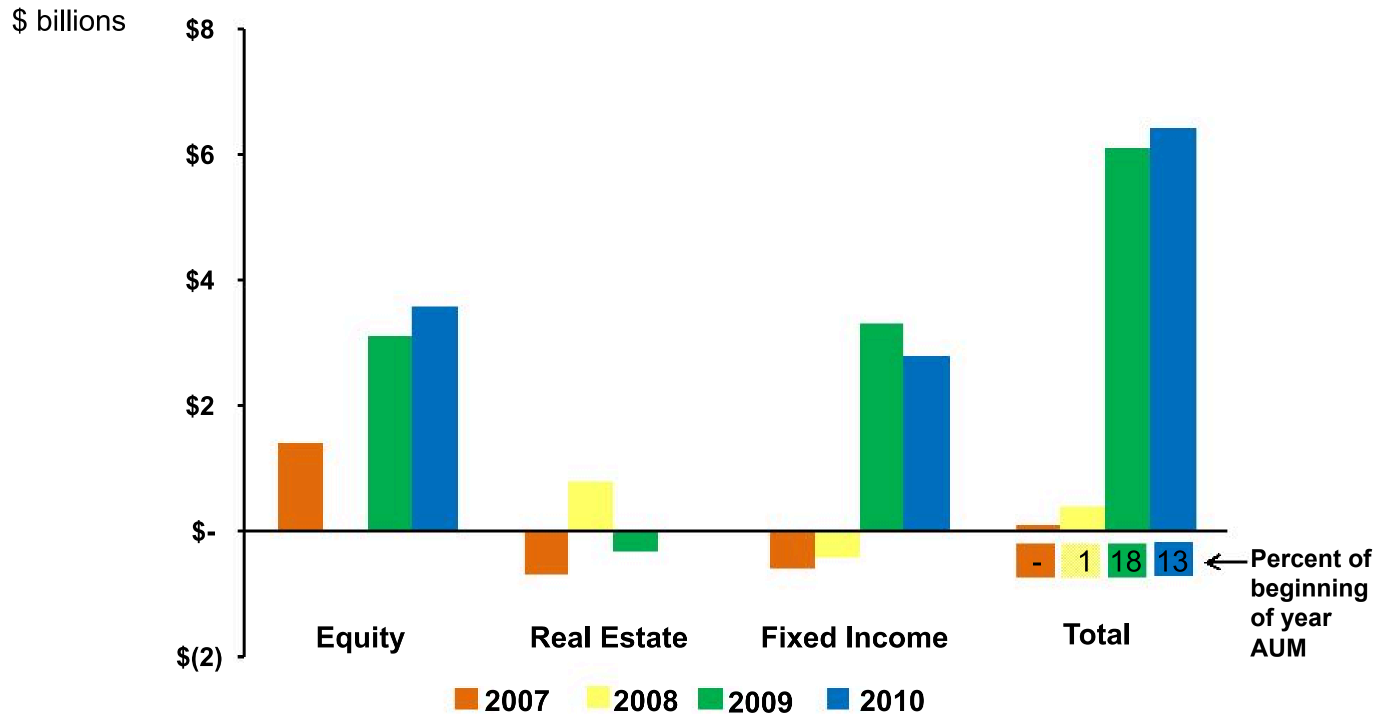
Third Party Net Institutional Flows Reached Record Levels in 2010

$ billions



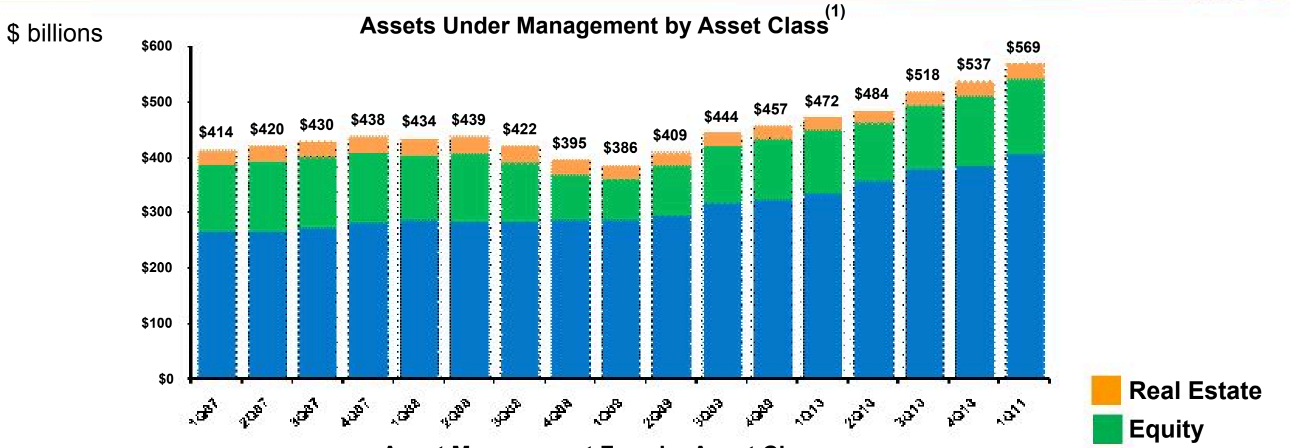
Net flows exclude money market flows, one-time transfers, and acquisition/disposition events

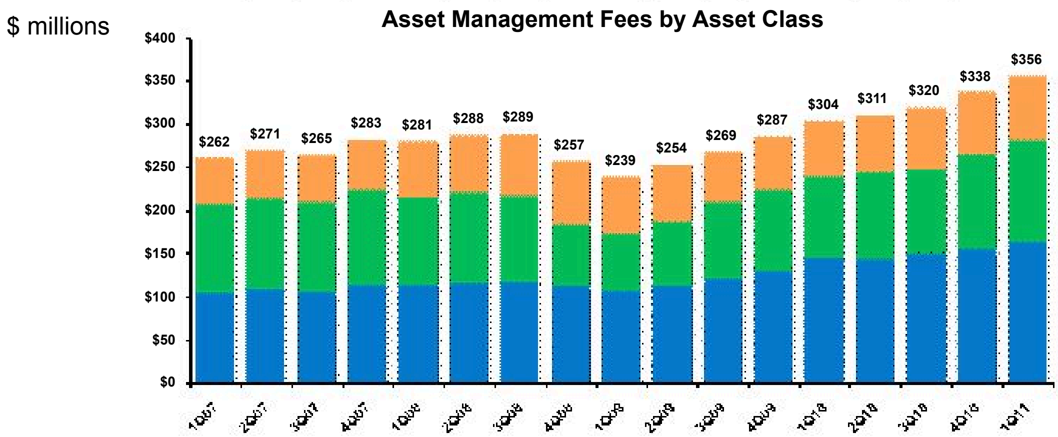
Third Party Retail Client Flows Also Reached Record Levels in 2010



Net flows exclude money market flows, one-time transfers, and acquisition/disposition events

Growth in AUM has Driven Growth in Asset Management Fees

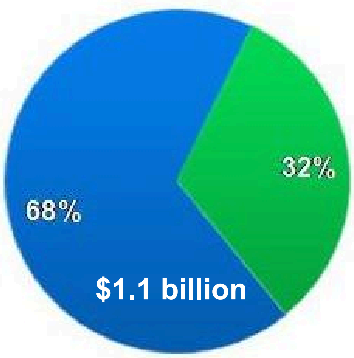




1) At end of period.

Quality of Revenues Increasing

2007 Asset Management Fees + "ITPICM" = $1.6 billion [1][2]

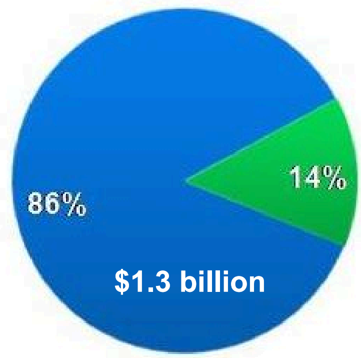


Growing AUM Base

Reduced proprietary investing exposure

Exited commercial mortgage securitization conduit

2010 Asset Management Fees + "ITPICM" = $1.5 billion [1]



Asset Management Fees ITPICM

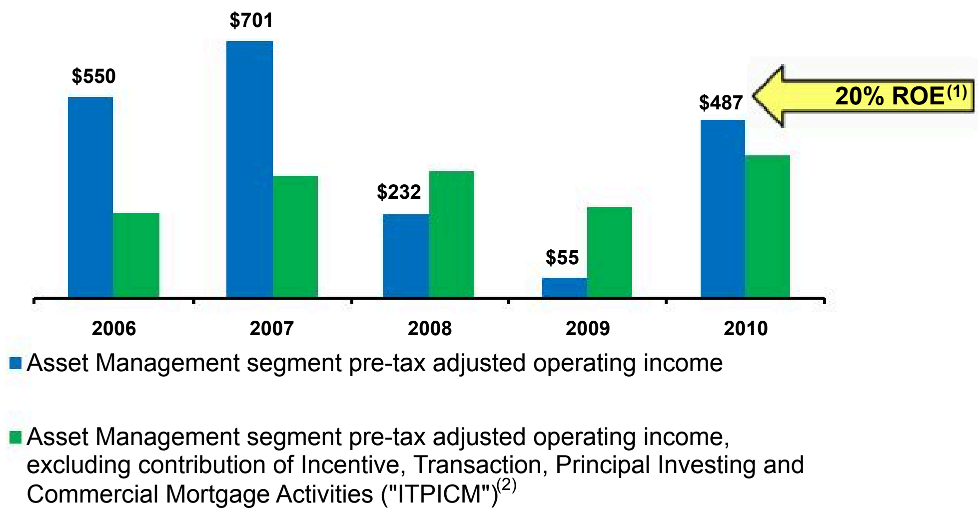
1) Asset management fees and incentive, transaction, principal investing and commercial mortgage (ITPICM) revenues.

2) As originally reported.

Building Sustainable Earnings Power

$ millions

Pre-Tax Adjusted Operating Income



1) Based on after-tax adjusted operating income for the year ended December 31, 2010 and overall effective tax rate for the Financial Services Businesses.

2) ITPICM contribution represents revenues net of directly associated costs before allocated compensation including Incentive Awards; excludes agency origination activities.

Key Takeaways

- Robust institutional and retail businesses attract and retain talented investment professionals
- Strong investment performance has contributed to significant third party flows and growth in AUM
- Asset management fees have been a stable percentage of AUM historically and are expected to grow about in line with AUM
- Asset management business has operating leverage; therefore, AOI attributable to asset management fees grows faster than revenue from fees
- ITPICM activities are sources of additional revenue and AOI, but are managed to be smaller and more stable than in the past
- Our business model positions us well for continued growth and high ROE

PRUDENTIAL ANNUITIES

MARKET-LEADING VALUE PROPOSITION
DRIVES GROWING RETURNS AND IMPROVING RISK PROFILE

STEVE PELLETIER
PRESIDENT
PRUDENTIAL ANNUITIES

Prudential

Prudential Annuities
Superior Value Proposition and Business Prospects

Market Leadership

- Highly differentiated and sustainable strategy
- #1 in advisor-sold variable annuity sales[1]
- Leading positions in independent financial planner, wirehouse, bank and insurance agent channels

Proven Value Proposition

- "Highest Daily" living benefits serve retirement income security needs of attractive, growing market
- Contract-level product based risk management protects account values; proven through financial market meltdown

Strong Business Prospects

- Business growth driven by strong net flows
- Growing returns on increasing base
- Popularity of auto-rebalancing products drives improving overall risk profile
- Demographic "push" and individual retirement responsibility provide sustained growth opportunity

1) Source: VARDS 1Q'11 Report, Advisor-sold, excludes group/retirement plan contracts.

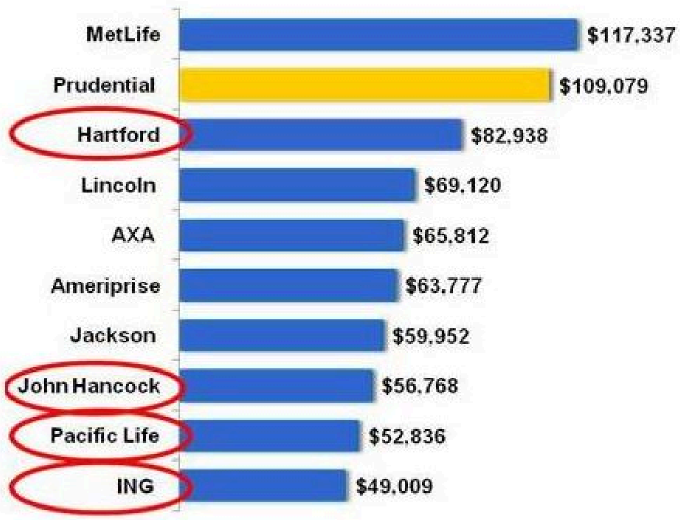
Drivers of Market Leadership

- Innovative retirement income guarantee features
- Proven product-based risk management protecting account values
- Sophisticated hedging capabilities
- Broad multi-channel distribution
- Scale supporting efficient cost structure
- Brand, reputation and demonstrated commitment to market

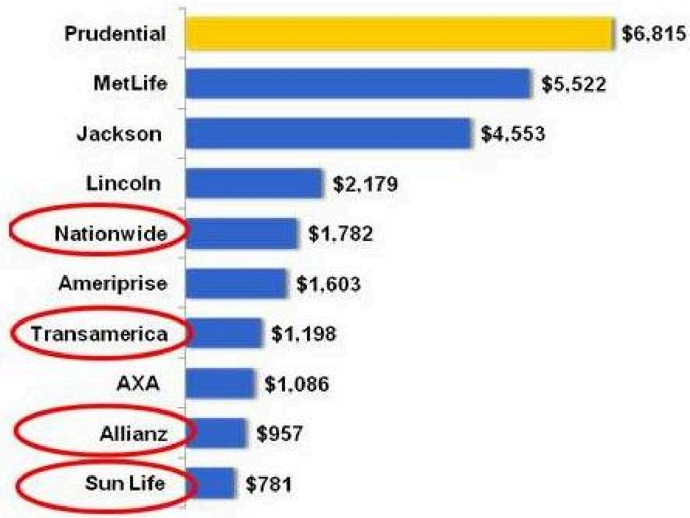
Prudential Annuities
1Q11 Asset and Sales Rankings

($ millions)

Variable Annuity Assets Under Management (1)



Advisor-Sold Variable Annuity Sales (1)

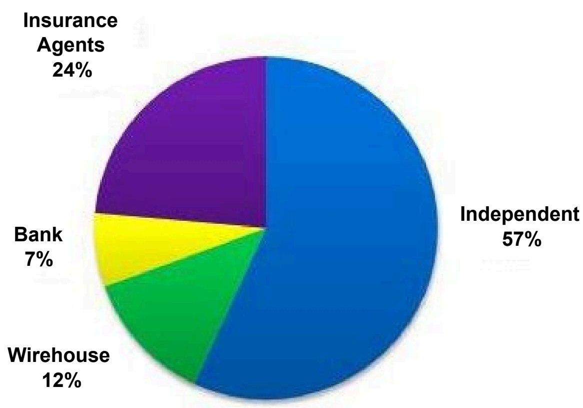


1) Source: VARDS 1Q'11 report. Advisor-sold, excludes group/retirement plan contracts.

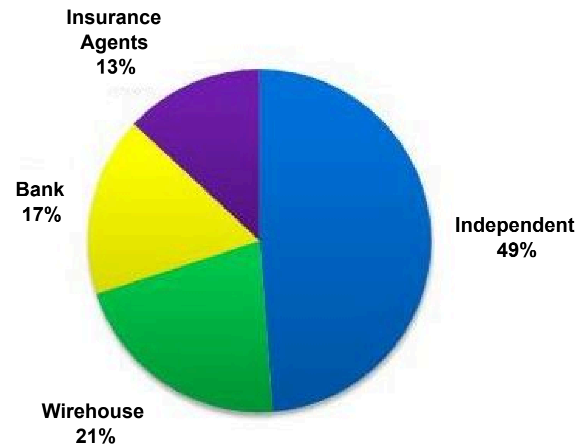
Building Multi-Channel Distribution Strength

Prudential Individual Annuity Gross Sales(1)

2008
$10,329



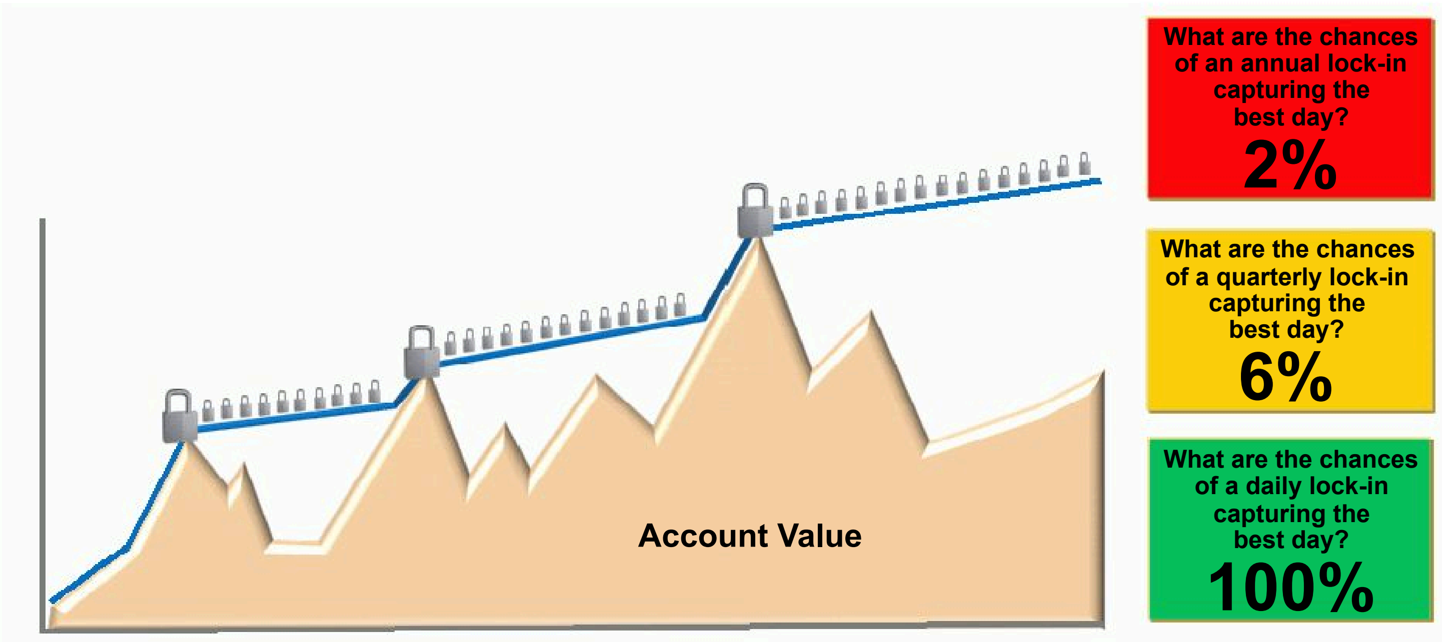
2010
$21,754



1) In millions; includes variable and fixed annuities.

Product Design:
The Highest Daily Lock-In

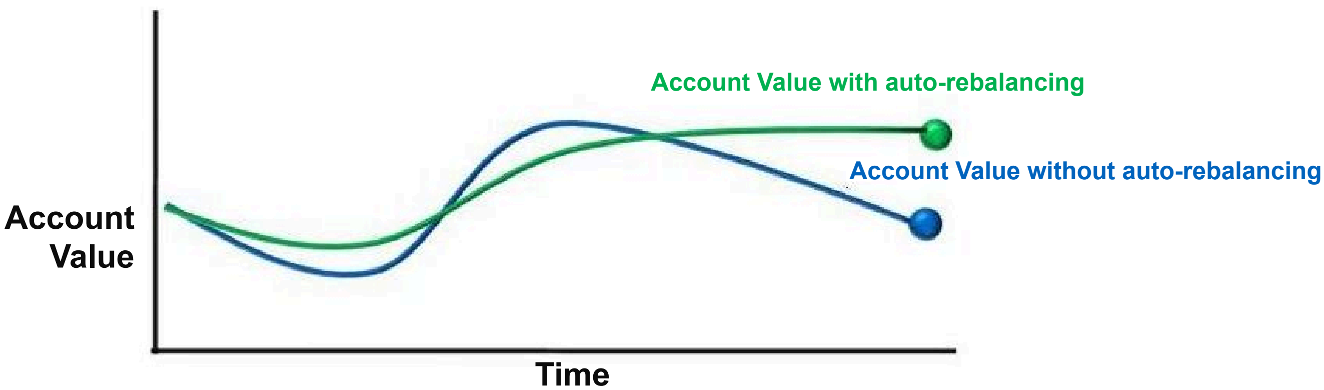
**Prudential's unique Highest Daily Product
is a powerful feature that continues to drive strong sales.**



This is a hypothetical example for illustrative purposes only. It does not reflect a specific annuity or the performance of any investment.
Source for percentages: Standard & Poor's, Barclay's Capital; based on analysis of 2,245 rolling ten-year periods assuming 80% allocation to equities and 20% allocation to bonds.

Product Embedded Risk Management Protects Account Values at Contract Level

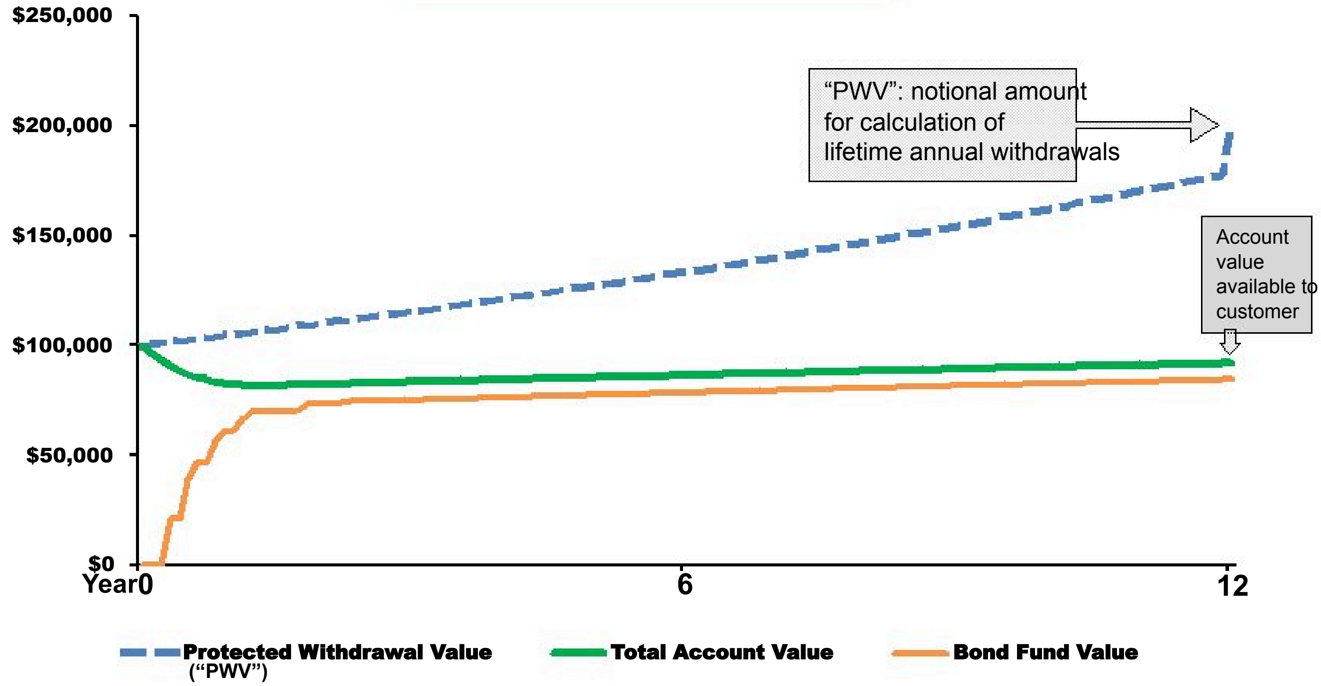
Powerful algorithmic risk mitigation tool protects client account values in market downturns and improves our risk profile.



Note: For illustrative purposes, not representative of actual results.

Account Value and "Protected Withdrawal Value"

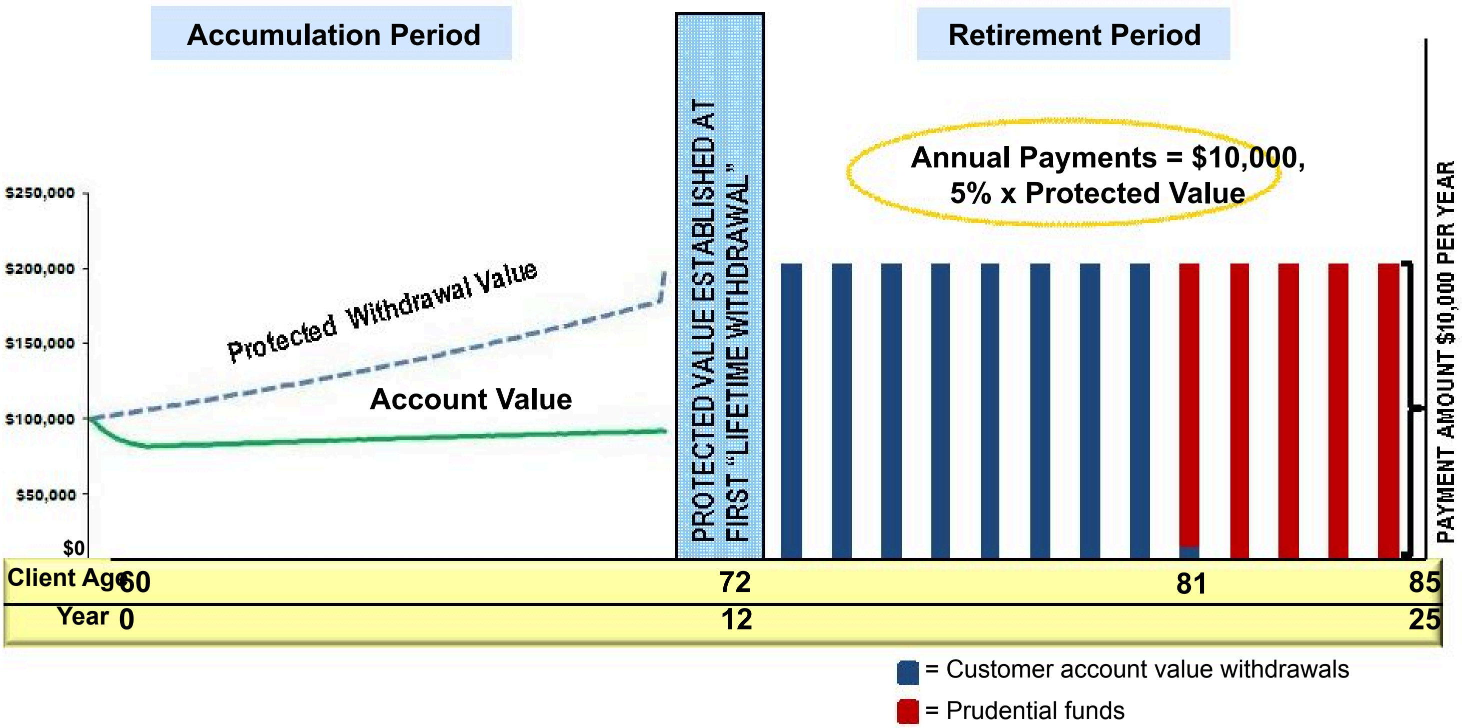
Market Downturn Scenario (1)



1) Highest Daily Lifetime Income (HDI) – sub-accounts suffer 30% decline in year 1, followed by 0% sub-account return thereafter; bond fund assumed annual return of 3%. No withdrawals through end of year 12. All quoted returns are net of fund management and base policy fees. The fee for HDI was explicitly deducted from the account value on a quarterly basis.

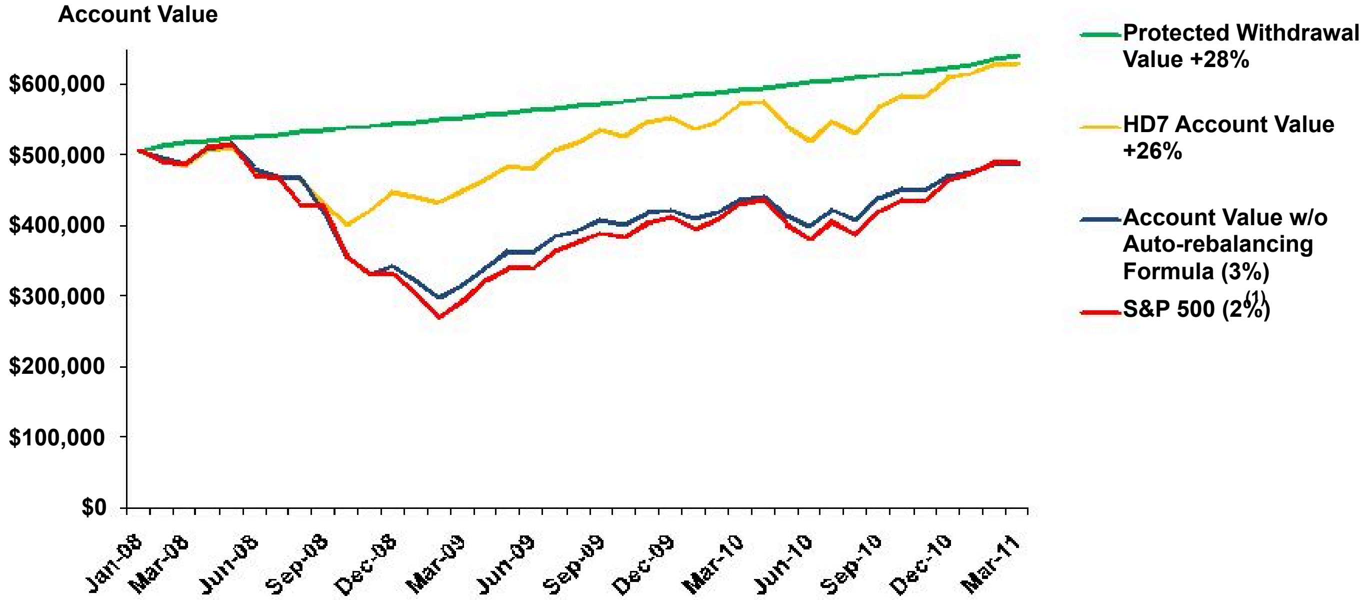
Guaranteed Lifetime Withdrawals
Client's Account Value Pays First

Market Downturn Scenario (1)



1) Highest Daily Lifetime Income (HDI) – sub-accounts suffer 30% decline in year 1, followed by 0% sub-account return thereafter; bond fund assumed annual return of 3%. Withdrawals commence at end of year 12. All quoted returns are net of fund management and base policy fees. The fee for HDI was explicitly deducted from the account value on a quarterly basis.

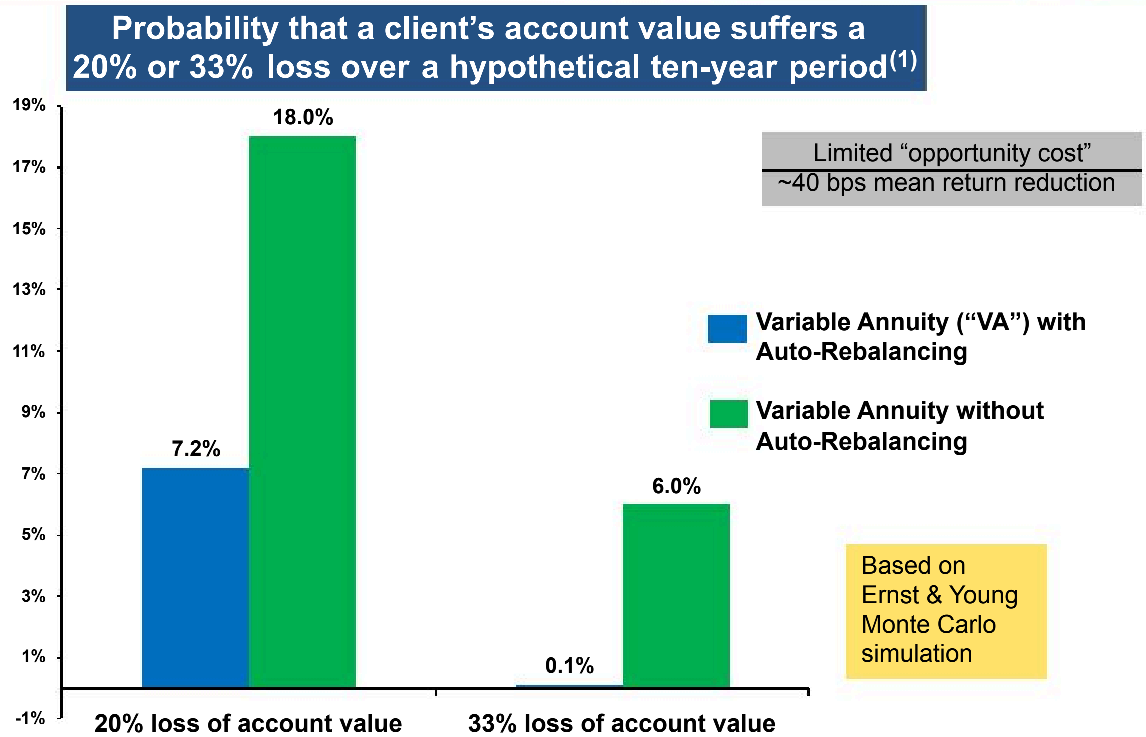
Auto-Rebalancing
Proven Through Financial Market Crisis… and Beyond



This illustration analysis for HD Lifetime Seven assumes a $500,000 initial investment into the AST Capital Growth Portfolio & AST Investment Grade Bond Portfolio and election on February 23, 2009 of the 90% limit on bond fund allocation.

1) Assumes investment of funds in S&P 500 index on launch date of HD Lifetime Seven, January 28, 2008.

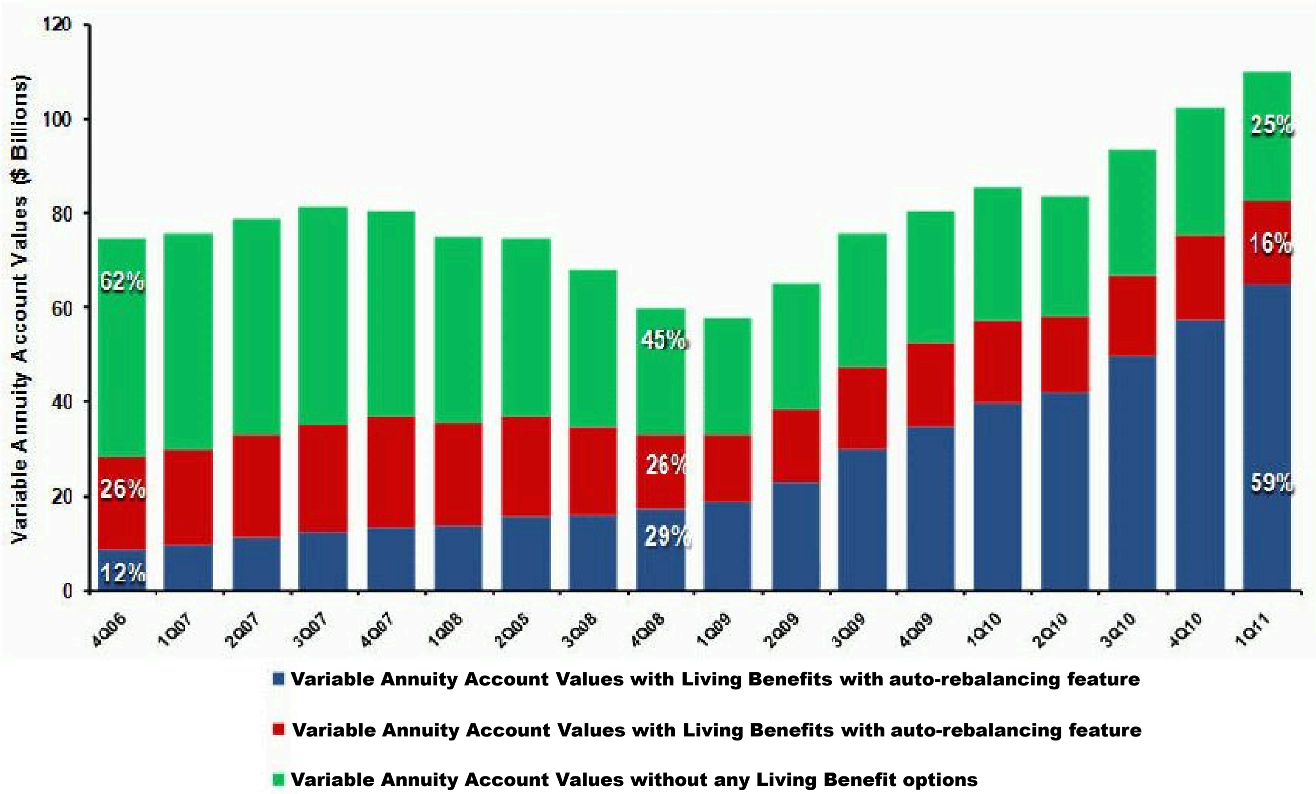
Comparison of a VA with Auto-Rebalancing to a VA without Auto-Rebalancing



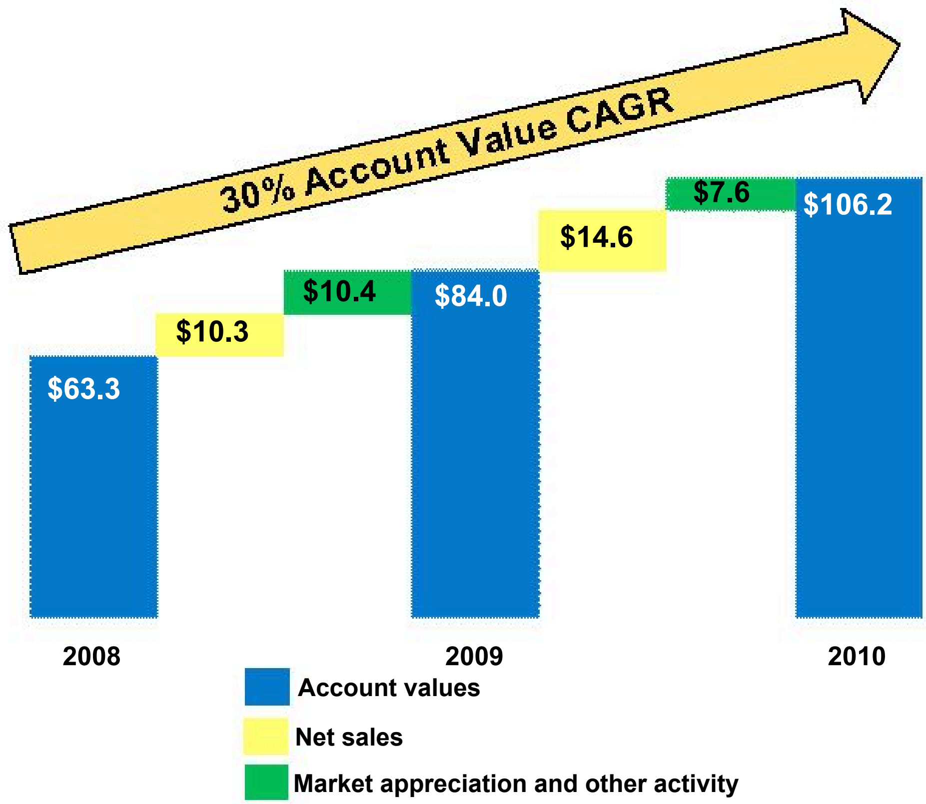
1) Key assumptions used in analysis: Fees (same for both VAs): Mortality and Expense charge of 1.35%, Asset Management fees of .95%, and lifetime withdrawal benefit fee of 1%. Asset allocation: 55-year-old client's original asset allocation assumed to be 70% equities and 30% fixed-income. Asset transfer algorithm: The algorithm used in this analysis is the same algorithm employed in Prudential's Highest Daily Income Benefit and Premier variable annuities. This analysis is not intended to be indicative of actual results for Prudential's or any other provider's variable annuity. While the algorithm is intended to reduce account value volatility, it is not a tool to optimize investment results. The projections generated by the Ernst & Young Monte Carlo simulation regarding the likelihood of various investment outcomes are hypothetical in nature, do not reflect actual investment results, and are not guarantees of future results. The analysis presents a range of possible outcomes; the calculated results will vary with each use and over time.

Improving Risk Profile

The accelerated growth in our overall block has also increased the percentage of algorithmic mechanism based account values, which will continue to improve the level and volatility of returns.



Strong Net Sales Contribute to Growing Account Value Base [1]



1) Account values as of end of period; includes variable and fixed annuities. In billions.

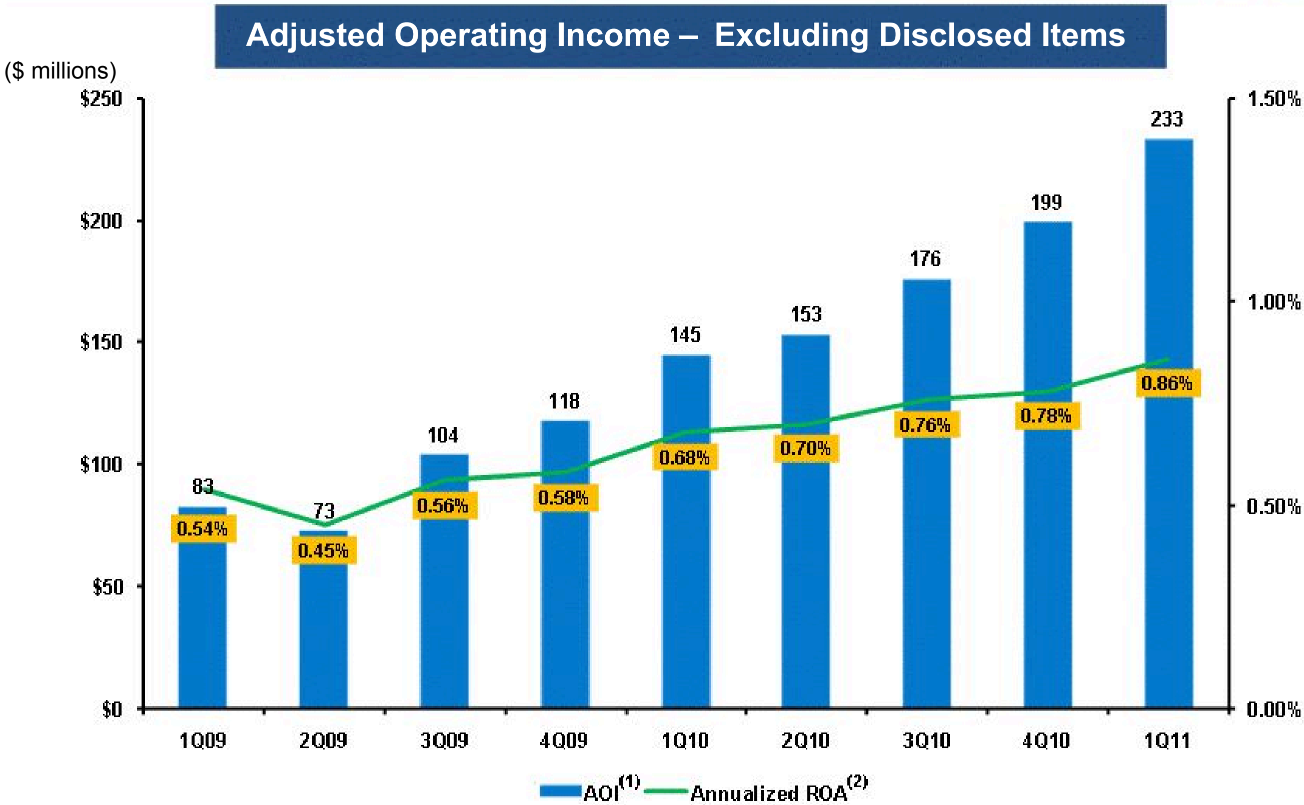
Well Positioned to Retain Auto-Rebalancing Business In-Force

Surrender Charges Applicable to Account Values[1]

	Less Than 1%	1% to 3%	Over 3%
Auto-Rebalancing $65 B	6%	2%	92%
Non-Auto-Rebalancing $45 B	54%	10%	36%
Total $110 B	25%	5%	70%

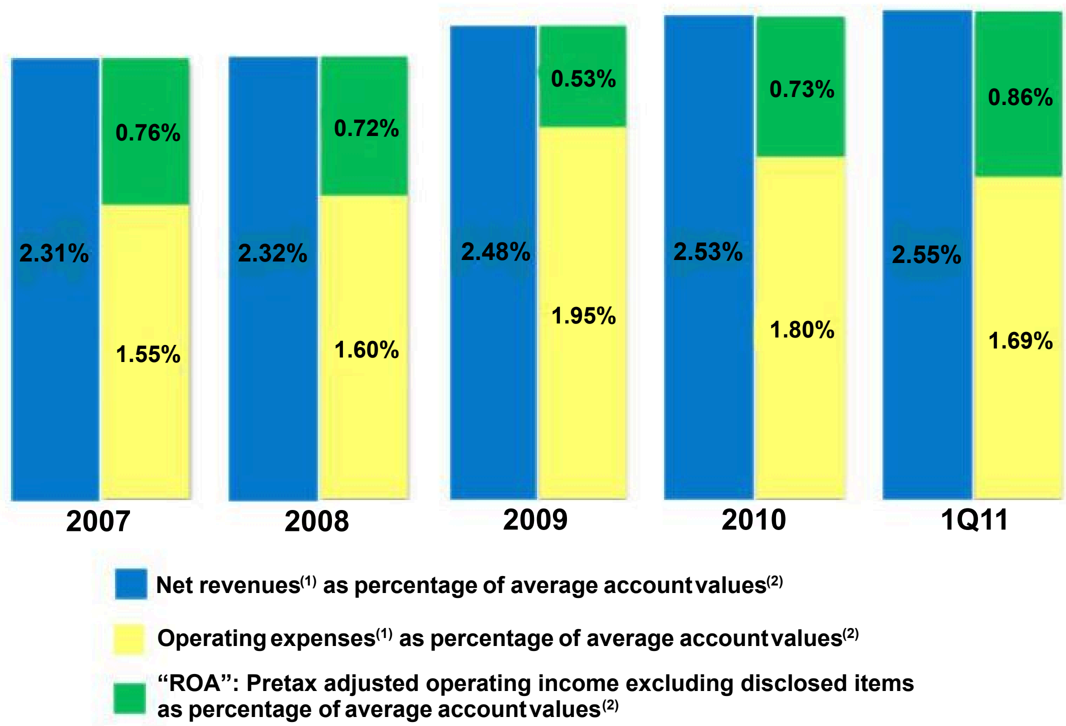
1) Surrender charges as percentage of variable annuity account values; as of March 31, 2011.

Growing Returns on an Increasing Base



1) Excludes market driven and other discrete items disclosed by the company including unlockings of deferred policy acquisition and other costs and reserves for guaranteed minimum death and income benefits. See “Reconciliation for Individual Annuities pre-tax adjusted operating income excluding disclosed items” within this presentation for further information.
2) Pretax adjusted operating income excluding disclosed items as percentage of average account values for variable and fixed annuities.

Improving Product Mix and Market Performance Drive Growing Returns



1) "Net revenues" and "operating expenses" based on adjusted operating income excluding market driven and other discrete items disclosed by the company including unlockings of deferred policy acquisition and other costs and reserves. "Net revenues" and "operating expenses" reflect reclassification of certain amounts included in reported revenue and expense line items (e.g., asset management fees netted against revenues for purposes of this display).
2) Annualized for interim period.

Key Takeaways

- Market leadership driven by superior value proposition
- Expanding distribution strength across multiple channels
- Popularity of auto-rebalancing products driving improving risk profile
- Product structure, strong net sales and market performance producing increasing returns on a growing base of business
- Sustainable, profitable growth in an attractive market

PRUDENTIAL FINANCIAL, INC.

JOHN STRANGFELD
CHAIRMAN AND CEO

Prudential

Key Takeaways

- Attractive return opportunities in high quality businesses, supported by strong balance sheet
- Balanced portfolio of selected risks; improving risk profile
- Expanding distribution: market leadership across multiple channels
- Growth engines in International Insurance, Annuities and Asset Management
- Capital management: balanced approach to investing in businesses, returning capital to investors
- Proven acquisition and integration track record
- Seasoned management team; focus on talent and leadership