

This pricing supplement, which is not complete, relates to an automatically effective Registration Statement under the Securities Act of 1933, as amended. We may not sell the notes until we deliver a final pricing supplement. This pricing supplement and the accompanying prospectus supplement and prospectus are not an offer to sell these notes in any jurisdiction where such an offer would not be permitted.

Subject to completion, dated August 12, 2024



Prudential Financial InterNotes® , Due Six Months or More from Date of Issue  
Filed under Rule 424(b)(2), Registration Statement No. 333-277590  
Preliminary Pricing Supplement No. 1 - Dated Monday, August 12, 2024. To Prospectus Dated March 1, 2024 and Prospectus Supplement dated August 5, 2024  
**Investors should read this pricing supplement in conjunction with the Prospectus and Prospectus Supplement.**

| CUSIP Number | Aggregate Principal Amount | Selling Price | Gross Concession | Net Proceeds | Interest Type | Interest Rate | Payment Frequency | Maturity Date | 1st Interest Payment Date | 1st Interest Payment Amount | Survivor's Option* | Product Ranking        |
|--------------|----------------------------|---------------|------------------|--------------|---------------|---------------|-------------------|---------------|---------------------------|-----------------------------|--------------------|------------------------|
| 74432BAA6    | 1                          | 100.000%      | 0.550%           | 1            | Fixed         | 4.150%        | Semi-Annual       | 08/15/2026    | 02/15/2025                | \$19.94                     | Yes                | Senior Unsecured Notes |

We will pay you interest on the notes on a Semi-Annual basis on Feb 15th and Aug 15th. The first such payment will be made on Feb 15, 2025. The interest rate per annum and stated maturity date are set out above. The regular record dates for your notes are each business day preceding each date on which interest is paid.

Any notes sold by the selling agents to securities dealers, or by securities dealers to certain other brokers or dealers, may be sold at a discount from the initial selling price up to 0.2000% of the principal amount.

**Redemption Information: Non-Callable**

**Purchasing Agent:** InspereX LLC **Agents:** BofA Securities, Citigroup, Morgan Stanley, RBC Capital Markets, Wells Fargo Advisors

|           |   |          |        |   |       |        |             |            |            |         |     |                        |
|-----------|---|----------|--------|---|-------|--------|-------------|------------|------------|---------|-----|------------------------|
| 74432BAB4 | 1 | 100.000% | 0.825% | 1 | Fixed | 4.050% | Semi-Annual | 08/15/2027 | 02/15/2025 | \$19.46 | Yes | Senior Unsecured Notes |
|-----------|---|----------|--------|---|-------|--------|-------------|------------|------------|---------|-----|------------------------|

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Any notes sold by the selling agents to securities dealers, or by securities dealers to certain other brokers or dealers, may be sold at a discount from the initial selling price up to 0.3000% of the principal amount.

**Redemption Information: Non-Callable**

**Purchasing Agent:** InspereX LLC **Agents:** BofA Securities, Citigroup, Morgan Stanley, RBC Capital Markets, Wells Fargo Advisors

|           |   |          |        |   |       |        |             |            |            |         |     |                        |
|-----------|---|----------|--------|---|-------|--------|-------------|------------|------------|---------|-----|------------------------|
| 74432BAC2 | 1 | 100.000% | 1.250% | 1 | Fixed | 4.250% | Semi-Annual | 08/15/2029 | 02/15/2025 | \$20.42 | Yes | Senior Unsecured Notes |
|-----------|---|----------|--------|---|-------|--------|-------------|------------|------------|---------|-----|------------------------|

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Any notes sold by the selling agents to securities dealers, or by securities dealers to certain other brokers or dealers, may be sold at a discount from the initial selling price up to 0.6000% of the principal amount.

**Redemption Information: Non-Callable**

**Purchasing Agent:** InspereX LLC **Agents:** BofA Securities, Citigroup, Morgan Stanley, RBC Capital Markets, Wells Fargo Advisors

Offering Date: Monday, August 12, 2024 through Monday, August 19, 2024  
Trade Date: Monday, August 19, 2024 @ 12:00 PM ET  
Settle Date: Thursday, August 22, 2024  
Minimum Denomination/Increments: \$1,000.00/\$1,000.00  
Initial trades settle flat and clear SDFS: DTC Book-Entry only  
DTC Number 0235 via RBC Dain Rauscher Inc.

**Prudential Financial, Inc.**  
**Prudential Financial InterNotes®**  
**Prospectus Dated March 1, 2024 and**  
**Prospectus Supplement Dated August 5, 2024**

If the maturity date, redemption date or an interest payment date for any note is not a business day (as that term is defined in the prospectus), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date, redemption date or interest payment date (following unadjusted business day convention).

\* The survivor's option feature of your note is subject to important limitations, restrictions and procedural requirements further described on page S-52 of your prospectus supplement.

The Bank of New York will act as trustee for the Notes. Citibank, N.A., will act as paying agent, registrar and transfer agent for the Notes and will administer any survivor's options with respect thereto.

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