

PRUDENTIAL FINANCIAL INC  
Form 3  
March 21, 2014

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

<p>1. Name and Address of Reporting Person *</p> <p>Â Axel Robert</p> <p>(Last) (First) (Middle)</p> <p>751 BROAD STREET, 4TH FLOOR,Â ATTN. CORPORATE COMPLIANCE</p> <p>(Street)</p> <p>NEWARK,Â NJÂ 07102</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>03/12/2014</p>	<p>3. Issuer Name <b>and</b> Ticker or Trading Symbol</p> <p>PRUDENTIAL FINANCIAL INC [PRU]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) SVP and Controller</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person</p>
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	3	D	Â
Common Stock	717	I	By 401(k)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security	4. Conversion or Exercise	5. Ownership Form of	6. Nature of Indirect Beneficial Ownership
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	Date Exercisable	Expiration Date	(Instr. 4) Title	Amount or Number of Shares	Price of Derivative Security	Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	(Instr. 5)
2/13/07 Employee Stock Option (Right to Buy)	Â (1)	02/13/2017	Common Stock	1,474	\$ 91.73	D	Â
2/14/06 Employee Stock Option (Right to Buy)	Â (2)	02/14/2016	Common Stock	996	\$ 76.15	D	Â
2012 Employee Stock Option (Right to Buy)	Â (3)	02/14/2022	Common Stock	1,316	\$ 59.41	D	Â
2012 Restricted Stock Units	Â (4)	Â (4)	Common Stock	1,629	\$ 0	D	Â
2013 Employee Stock Option (Right to Buy)	Â (5)	02/12/2023	Common Stock	3,102	\$ 57	D	Â
2013 Restricted Stock Units	Â (6)	Â (6)	Common Stock	1,670	\$ 0	D	Â
2014 Employee Stock Option (Right to Buy)	Â (7)	02/11/2024	Common Stock	1,386	\$ 84.53	D	Â
2014 Performance Shares	Â (8)	Â (8)	Common Stock	363	\$ 0	D	Â
2014 Restricted Stock Units	Â (9)	Â (9)	Common Stock	1,087	\$ 0	D	Â
3/11/2014 Employee Stock Option (right to buy)	Â (10)	03/11/2024	Common Stock	1,505	\$ 87.45	D	Â
3/11/2014 Performance Shares	Â (8)	Â (8)	Common Stock	591	\$ 0	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Axel Robert 751 BROAD STREET, 4TH FLOOR ATTN. CORPORATE COMPLIANCE NEWARK, NJ 07102	Â	Â	Â SVP and Controller	Â

## Signatures

/s/John M. Cafiero,  
attorney-in-fact

03/21/2014

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The option vested in three equal annual installments beginning on February 13, 2008.
- (2) The option vested in three equal annual installments beginning on February 14, 2007.
- (3) The options vest in three equal annual installments beginning on February 14, 2013.
- (4) The Restricted Stock Units will vest on February 14, 2015.
- (5) The options vest in three equal annual installments beginning on February 12, 2014.
- (6) The Restricted Stock Units will vest on February 12, 2016.
- (7) The options vest in three equal annual installments beginning on February 11, 2015.
- (8) Represents the target number of shares to be received relative to the Company's average ROE goals for the 2014 through 2016 performance period. The actual number of shares to be received will be determined by the Compensation Committee in February 2017.
- (9) The Restricted Stock Units will vest on February 11, 2017.
- (10) The options vest in three equal annual installments beginning on March 11, 2015.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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