# **ModernGraham Valuation**

### **Company Name:**

Company Ticker PRU Date of Analysis Prudential Financial

Inc



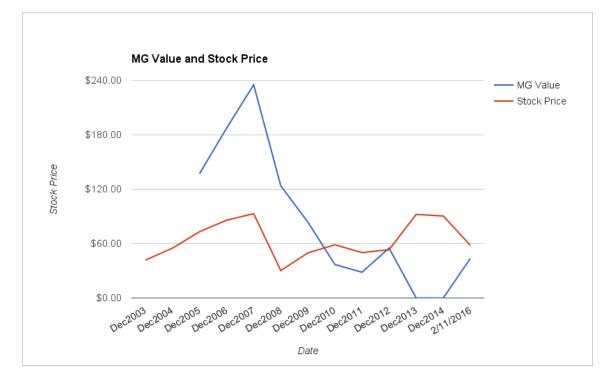
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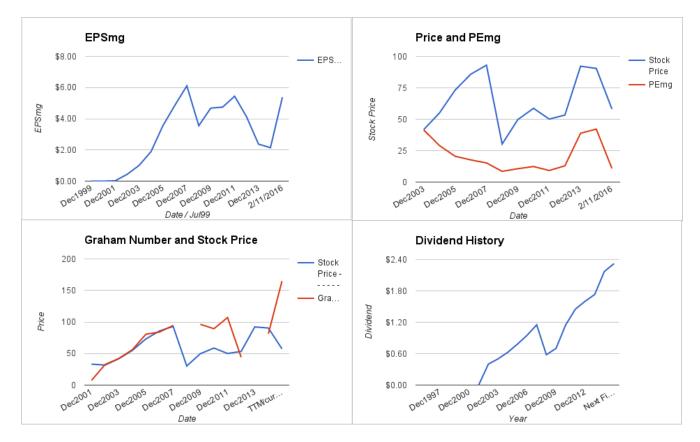
## Stage 1: Is this company suitable for the Defensive Investor or the Enterprising Investor?

Defensive Investor; must pass all 6 of the following tests.

Delensive investor, in	iusi pass all 6 61 the following tests.					
	1. Adequate Size of the Enterprise	Market Cap > \$2Bil	\$26,302,327,513	Pass		
	2. Earnings Stability	Positive EPS for 10 years prior		Fail		
	3. Dividend Record	Dividend Payments for 10 years prior		Pass		
	4. Earnings Growth	Increase of 33% in EPS in past 10 years using 3 year averages at beginning and end	23.75%	Fail		
	5. Moderate PEmg Ratio	PEmg < 20	10.81	Pass		
	6. Moderate Price to Assets	PB Ratio < 2.5 OR PB*PEmg < 50	0.63	Pass		
Enterprising Investor; must pass all 3 of the following tests, or be suitable for the Defensive Investor.						
	1. Earnings Stability	Positive EPS for 5 years prior		Fail		
	2. Dividend Record	Currently Pays Dividend		Pass		
	3. Earnings Growth	EPSmg greater than 5 years ago		Fail		
Suitability						
	Defensive	No				
	Enterprising	No				
Stage 2: Deter	rmination of Intrinsic Value					
	EPSmg	5.38				
	MG Growth Estimate	-0.18%				
	MG Value	\$43.76				
	MG Value based on 3% Growth	\$77.99				
	MG Value based on 0% Growth	\$45.72				
	Market Implied Growth Rate	1.16%				
MG Opinion						
	Current Price	\$58.15				
	% of Intrinsic Value	132.88%				
	Opinion	Overvalued				
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Stage 3: Infor	mation for Further Research					
	Graham Number	\$164.80				
	PEmg	10.81				
	PB Ratio	0.63				
	Dividend Yield	3.99%				
	Number of Consecutive Years of Dividend Growth	7				
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	Yahoo Finance	Seeking Alpha				
	GuruFocus	SEC Filings				

EPS History		EPSmg History	
Next Fiscal Year Estimate	\$12.70	Next Fiscal Year Estimate	\$5.38
Dec2014	\$3.20	Dec2014	\$2.14
Dec2013	-\$1.57	Dec2013	\$2.37
Dec2012	\$1.05	Dec2012	\$4.13
Dec2011	\$6.99	Dec2011	\$5.44
Dec2010	\$5.32	Dec2010	\$4.75
Dec2009	\$7.63	Dec2009	\$4.68
Dec2008	-\$2.53	Dec2008	\$3.55
Dec2007	\$7.61	Dec2007	\$6.11
Dec2006	\$6.50	Dec2006	\$4.87
Dec2005	\$6.34	Dec2005	\$3.56
Dec2004	\$3.31	Dec2004	\$1.89
Dec2003	\$1.98	Dec2003	\$1.01
Dec2002	\$1.25	Dec2002	\$0.44
Dec2001	\$0.07	Dec2001	\$0.02
Dec2000	\$0.00	Dec2000	\$0.00
Dec1999	\$0.00	Dec1999	\$0.00
Dec1998	\$0.00	Balance Sheet Information	Sep2015
Dec1997	\$0.00	Long-Term Debt	\$28,699,000,000
Dec1996	\$0.00	Total Assets	\$754,527,000,000
Dec1995	\$0.00	Intangible Assets	\$0
		Total Liabilities	\$711,807,000,000
		Shares Outstanding (Diluted Average)	459,700,000





#### Disclaimer:

This valuation is not investment advice. Anyone who is considering making an investment decision should speak to a registered investment advisor. The author did not hold a position in any company mentioned in this article at the time of publication and had no intention of changing those holdings within the next 72 hours.

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	Aon PLC Valuation – January 2016 Update \$AON
	Progressive Corp Valuation – November 2015 Update \$PGR
	Progressive Corp Valuation – November 2015 Update \$PGR
	Ace Limited Valuation – November 2015 Update \$ACE
	Travelers Companies Inc. Valuation – November 2015 Update \$TRV