

PRUDENTIAL FINANCIAL INC  
 Form 4  
 November 05, 2015

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN 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)

1. Name and Address of Reporting Person \*  
 STRANGFELD JOHN R JR

2. Issuer Name and Ticker or Trading Symbol  
 PRUDENTIAL FINANCIAL INC  
 [PRU]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
 751 BROAD STREET, 4TH FLOOR, ATTN. CORPORATE COMPLIANCE

3. Date of Earliest Transaction (Month/Day/Year)  
 11/03/2015

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Chief Executive Officer / Chairman of the Board

(Street)  
 NEWARK, NJ 07102

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |             |   |           |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|-------------|---|-----------|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |  |             |   |           |
| Common Stock                    | 11/03/2015                           |  | M                              | V   | 71,628  | A  | \$ 76.15                                   | 377,316     | D |           |
| Common Stock                    | 11/03/2015                           |  | S                              |   | 70,026<br>(1)   | D  | \$ 85                                      | 307,290 (2) | D |           |
| Common Stock                    |                                      |  |                                |   |   |  |  | 1,648 (3)   | I | By 401(k) |
| Common Stock                    |                                      |  |                                |   |   |  |  | 579 (4)     | I | By Spouse |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

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

| 1. Title of Derivative Security (Instr. 3)      | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | Amount or Number of Shares |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| 2/14/06<br>Employee Stock Option (Right to Buy) | \$ 76.15   | 11/03/2015                           |  | M                              | 71,628  | <sup>(5)</sup> 02/14/2016                                | Common Stock  | 71,628                     |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                         |                       |
|---|---------------|-----------|-------------------------|-----------------------|
|   | Director      | 10% Owner | Officer                 | Other                 |
| STRANGFELD JOHN R JR<br>751 BROAD STREET, 4TH FLOOR<br>ATTN. CORPORATE COMPLIANCE<br>NEWARK, NJ 07102 | X             |           | Chief Executive Officer | Chairman of the Board |

## Signatures

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

11/05/2015

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(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 Sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 11, 2015.
  - (2) Following the transactions reported on this Form 4, Mr. Strangfeld continues to hold 307,290 shares directly and 1,648 shares indirectly in a 401(k) account. Mr. Strangfeld also holds an additional 1,074,550 vested stock options, 217,330 unvested stock options, and 89,456

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target performance shares (the exact number awarded being dependent on achievement of performance goals).

Amount reported has been adjusted to include 24 shares of Issuer common stock acquired by the reporting person under The Prudential

- (3) Employee Savings Plan between March 31, 2015 and September 30, 2015 based on a plan statement dated September 30, 2015. The acquisition of such shares was exempt from Section 16 pursuant to Rules 16b-3(c) and 16a-3(f)(1)(i)(B).

The reporting person disclaims beneficial ownership of these securities except to the extent of his pecuniary interest therein, and this

- (4) report shall not be deemed an admission the reporting person is the beneficial owner of such securities for the purposes of Section 16 or for any other purpose.

- (5) The option vests in three equal annual installments beginning on February 14, 2007.

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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