



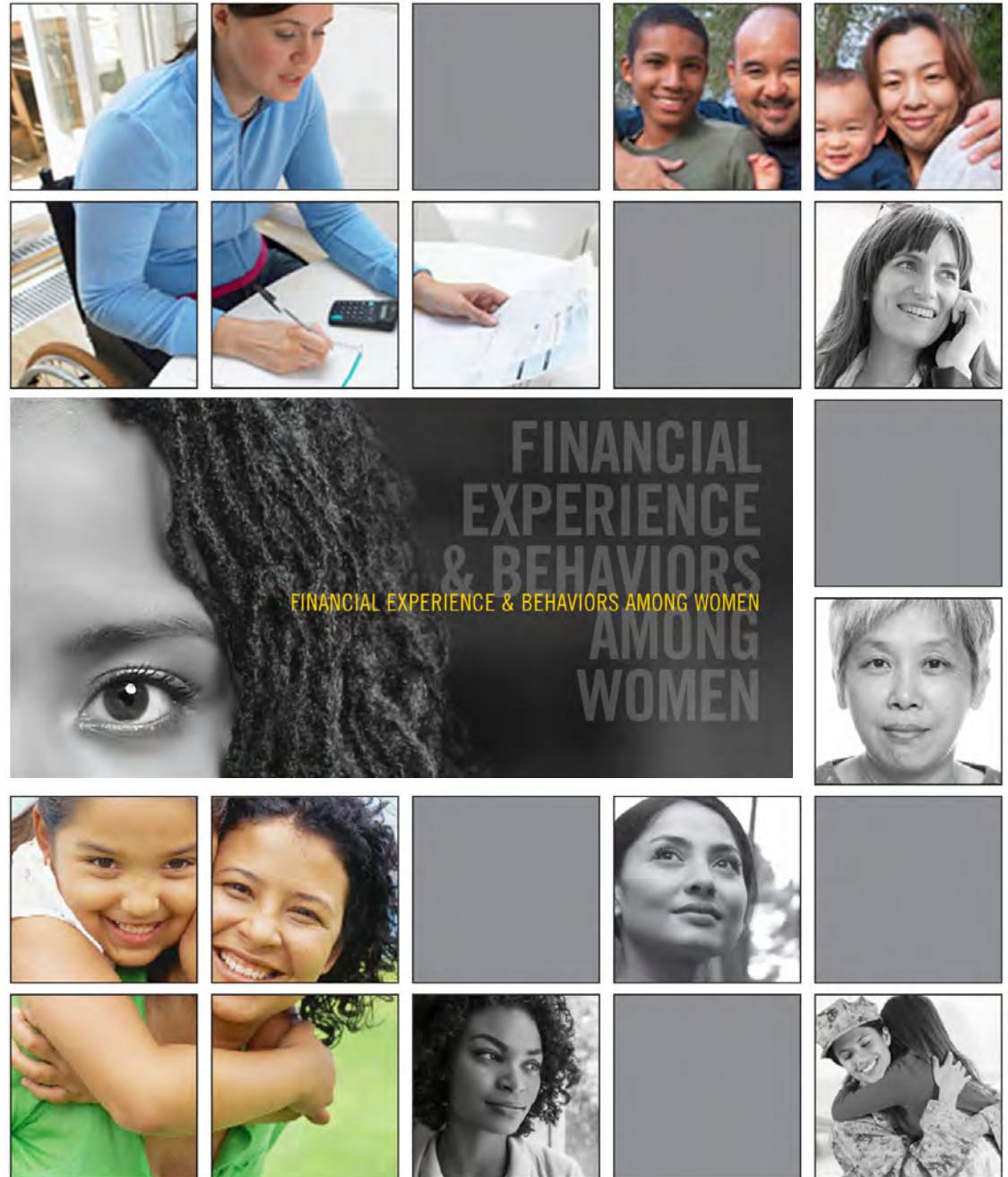
What Does Your Financial Picture Look Like?

There's no time like the present to assess what's happening in your financial life. Whether you're starting out on your own, balancing family and job responsibilities, or gearing up for retirement, managing your financial situation can be challenging!

Our Women & Money web site provides timely and practical insight about financial matters, ranging from insurance to retirement to investments, in a concise, user-friendly format. It also offers interactive and educational tools and solutions to help you plan for the future and the unexpected.

Our research tells us that over the past few years, women have become more involved in financial decision making, mainly because they are increasingly taking on the role of primary breadwinner. Yet they still feel less knowledgeable about financial products and less prepared to make financial decisions. Some women don't feel prepared because they aren't sure how to evaluate their options. Others may not have enough time or disposable income to spend on financial planning.*

No matter what your personal situation is, it's never too late to take charge of your financial life. Start educating yourself, and your friends and family today by visiting our site at www.prudential.com/women.



*According to our 2014-2015 study on the Financial Experience & Behaviors Among Women
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