

# 2024 SUSTAINABILITY REPORT

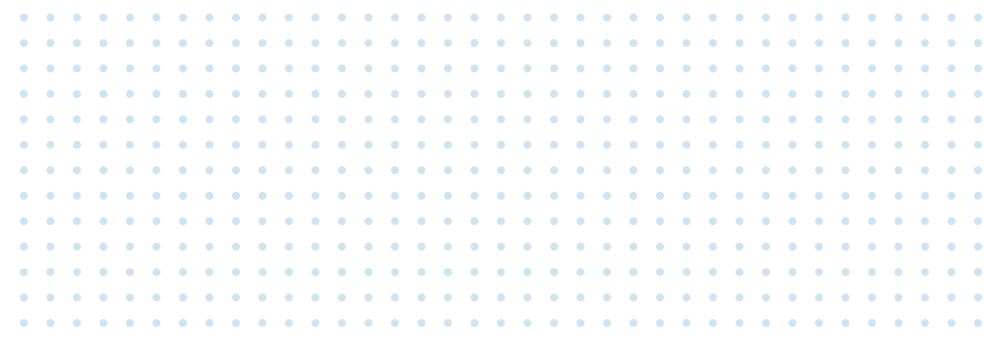


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**PRUDENTIAL'S SUSTAINABILITY DISCLOSURES**

The following report includes highlights of Prudential's sustainability progress throughout the reporting period of January 1 to December 31, 2024. Forward-looking statements and other disclaimers are available on the back cover of this report. Visit [prudentialesg.com](https://prudentialesg.com) to find additional sustainability disclosures.

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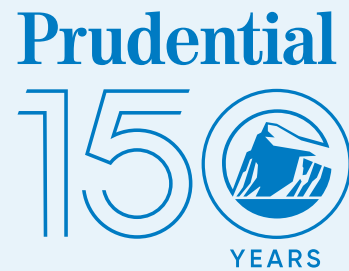
# OUR PURPOSE

To make lives better by solving the financial challenges of our changing world.

- > Letter from Our Chief Executive Officer
- > About Prudential
- > 2024 Highlights



Photo caption: Prudential team members proudly hoist the flag in celebration of our company's 150th anniversary.



# LETTER FROM OUR CHIEF EXECUTIVE OFFICER

At Prudential, we make lives better by solving the financial challenges of our changing world. Our purpose-driven approach has guided the way we do business and support our customers for 150 years, and how we are evolving today for the future.

This report highlights the progress we made in 2024 to fulfill our purpose, showing how our long-term, sustainable approach to business helps us meet new challenges, seize opportunities, and deliver on our promises.

## OUR IMPACT

We serve 50 million customers in 50 countries, helping them achieve financial security through investment, insurance and retirement solutions. In 2024, we introduced new capabilities designed to help families coping

with loss, to support employers in managing healthcare costs, and to expand access to investing, flexible life insurance and retirement income products around the world.

Our impact extends beyond our business activities to the communities and regions where we live and work. From our hometown of Newark, New Jersey, to our offices and branches around the world, Prudential and its employees support local communities through a variety of partnerships, volunteer efforts, strategic initiatives, and nearly \$8 million in charitable giving in 2024. In its second year, the Prudential Foundation Community Grants Program backed more than 65 projects focused on strengthening community vitality—demonstrating our deep-rooted belief that strong financial performance and positive social impact go hand in hand.

## OUR CULTURE

Our 38,000-plus employees and associates around the world are critical to our success. We believe that an inclusive, respectful work environment empowers our employees to share new ideas and perspectives that help us best serve the needs of our global customers and clients. We invest in talent development and engagement programs to help provide our employees with the skills and experience we believe will position our company for the future.

## GOVERNANCE

Strong governance is core to how we build and keep trust. We lead with discipline and transparency, guided by a solid framework that supports ethical choices, careful risk management and responsible innovation. In 2024, we were proud to be named one of the World's Most Ethical Companies by the Ethisphere Institute® for the 10th year in a row—a testament to our lasting commitment to integrity.

## INVESTING SUSTAINABLY

As a company committed to delivering financial security that lasts a lifetime, we take a long-term view to investment risk and opportunity, and

to protecting our capital. Our General Account includes \$39.6 billion in sustainable investments—choices that aim to deliver market returns while helping to manage long-term risk.

## ENVIRONMENTAL STEWARDSHIP

We've made progress toward strengthening our long-term business value through climate resilience and reducing our environmental footprint. The actions we're taking are designed to improve operational efficiencies, reduce costs and deliver greater transparency for stakeholders.

## LOOKING AHEAD

From our humble beginnings offering burial insurance to working-class families, our employees have built a remarkable 150-year legacy. We are proud of the progress we've made and believe we are prepared to meet the challenges and opportunities that lie ahead.

We make promises that last for decades and strive every day to keep those promises. We believe our work makes a difference, and that is a privilege we take seriously.

Thank you for your continued trust as we strive to build a more sustainable and resilient future—for our customers, our communities, and the world we share.



A handwritten signature in black ink that reads "Andrew F. Sullivan".

**Andrew F. Sullivan**  
Chief Executive Officer,  
Prudential Financial, Inc.

ABOUT PRUDENTIAL

# A GLOBAL LEADER IN EXPANDING ACCESS TO INVESTING, INSURANCE, AND RETIREMENT SECURITY.

Prudential Financial is a global financial services leader and premier active global investment manager with approximately \$1.5 trillion in assets under management and operations in the United States, Asia, Europe, and Latin America. Through our subsidiaries and affiliates, we offer a wide array of financial products and services, including life insurance, annuities, retirement-related products and services, mutual funds, and investment management. We offer these products and services to individual and institutional customers through proprietary and third-party distribution networks.

For 150 years and counting, we've helped customers protect their life's work and live better lives, longer. Today, we are more dedicated than ever to creating access to financially secure and fulfilling futures.

## PRUDENTIAL SNAPSHOT<sup>1</sup>

Our purpose is to make lives better by solving the financial challenges of our changing world.

We deliver on this purpose through industry-leading customer and client experiences that blend human touch with advanced technology to create the next generation of financial solutions. Learn more about how our purpose drives everything we do [here](#).

38K+

EMPLOYEES AND SALES ASSOCIATES WORLDWIDE

\$1.5T

IN ASSETS UNDER MANAGEMENT

50M

CUSTOMERS SERVED IN OVER 50 COUNTRIES

\$4T

GROSS LIFE INSURANCE IN FORCE WORLDWIDE

150 Years

OF SERVICE AND COMMITMENT IN FINANCIAL SERVICES



As Prudential turns 150, we're reflecting on our past, embracing the now, and looking to the future. Explore Prudential through our interactive timeline [here](#).

HERE THEN



HERE NOW



HERE TOMORROW



### FOOTNOTE

<sup>1</sup> Data shown is as of December 31, 2024.

2024 HIGHLIGHTS

# A YEAR OF PROGRESS AND MOMENTUM ACROSS OUR SUSTAINABILITY PRIORITIES.

## OUR IMPACT

### Listening to our customers and innovating the next generation of financial solutions

- **94% of our U.S. employees** state that they know what they can do to help deliver on our Customer Experience mission.
- **Disbursed \$40.9 million through grants by The Prudential Foundation** supporting 163 nonprofit partners, who collectively reached over 7 million individuals, bringing the total to over \$1.1 billion since the Foundation's first grant.

## OUR CULTURE

### Empowering world-class talent

- **Driving an inclusive culture** – on average, 4 in 5 employees globally report experiences that reflect an ethical, respectful and inclusive workplace where flexibility and diverse perspectives are valued.
- **Introduced a new leadership framework** designed to shape our culture and daily behaviors through inclusive leadership, empowering employees to foster trust, integrate diverse perspectives, and drive accountability and authenticity.

## GOVERNANCE

### Doing business the right way

- **Established our Global Responsible AI Program**, a risk-based program and framework for managing and mitigating risks associated with AI products.
- **Approximately 99% completion rate for employee ethics attestation**, supporting global commitment to Prudential's Code of Conduct.

## INVESTING SUSTAINABLY

### Focusing on long-term performance

- **\$39.6 billion** of sustainable investments held by our General Account that aim to promote sustainability and achieve market returns to support our policyholder obligations.
- **Managed a \$1 billion** Impact and Responsible Investing Portfolio focused on addressing pressing societal issues such as financial inclusion, affordable housing and education while generating appropriate risk-adjusted returns.

## ENVIRONMENTAL STEWARDSHIP

### Reducing our emissions

- **Reduced our operational emissions by 76%** since our 2017 baseline year for the facilities in our emissions reduction targets as part of our effort to drive cost efficiencies.
- **52% of our electricity** for facilities in our boundary comes from renewable sources via contractual agreements.



## AWARDS AND RECOGNITIONS

**Fortune® World's Most Admired Companies™<sup>1</sup>**  
22 consecutive years

**Ethisphere World's Most Ethical Companies®<sup>2</sup> List**  
10 consecutive years

**Barron's 100 Most Sustainable Companies**  
Ranked 2nd out of 100

**FTSE4Good Index Series**  
14 consecutive years

**One of America's Most JUST Companies, included in the JUST 100 Index**  
Ranked 4th out of 43 Insurance companies

**Best Places to Work in Money Management – PGIM, Pensions & Investments**  
5 consecutive years

**Points of Light's The Civic 50**  
10 consecutive years

**CPA-Zicklin Index of Corporate Political Disclosure and Accountability Trendsetter**  
7 consecutive years

**North American recipient of Forrester's Customer-Obsessed Enterprise Award**

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<sup>2</sup> "Ethisphere" names and marks are registered trademarks of Ethisphere LLC.



# OUR IMPACT

Innovating the next generation of financial solutions to meet our customers' evolving needs.

- > Customer Experience
- > Product Innovation
- > Community Engagement and Partnerships

# LISTENING TO OUR CUSTOMERS TO BUILD TRUST.

## CUSTOMER EXPERIENCE AT PRUDENTIAL

Prudential Financial has embedded customer experience (CX) into the very DNA of its operations, igniting a CX movement across the entire organization. We define CX as the aggregate of all interactions our customers, clients and advisors have with Prudential—with our ultimate objective being to make it easy for them to conduct business with us. We believe our customer focus is a driving force behind Prudential’s strategic growth and contributes to our long-term success.

We research customer needs and wants, design solutions based on those findings, and collect real-time feedback from customers to refine our offerings. We measure key relational metrics and sentiment, such as Net Promoter Scores, as well as understand perceptions and behavior at the transaction and journey level, where we focus on working to make interactions easy (Ease of Doing Business).

## OUR CX JOURNEY IN REVIEW

At Prudential, customer experience is believed to be a key enabler of business growth. A more detailed look:

- **Customer-Obsessed Approach:** We recognize the importance of customer experience and have made it a core focus, aiming to put customers’ needs at the heart of everything we do.
- **Employee Engagement:** We value each employee’s role in achieving our CX goals and equip them with tools and insights to help them better connect with and serve our customers.
- **Focus on Ease and Effectiveness:** We aim to create a simple and uncomplicated experience for customers, clients and advisors.
- **Data-Driven Solutions:** We utilize data to gain insights into customer behavior and preferences, enabling market-driven yet personalized financial products, advice and servicing.

## OUR EFFORTS HAVE YIELDED MEASURABLE SUCCESS

Our customer experience metrics reached record highs in 2024, with strategic segments/businesses in the U.S., Japan and Brazil achieving industry-leading Net Promoter Score performance. Additionally, 94% of our U.S. employees in 2024 stated that they know what they can do to help deliver on our CX mission. This is up from 87% in 2023, demonstrating engagement across the organization and a strong desire to making lives better for our customers. To further enhance our CX mission and celebrate successes, we have also linked our CX performance to employee incentive reward programs. Prudential also hosts internal quarterly calls open to employees to learn more about the progress we’re making to deliver industry-leading customer and client experiences, and what we’re hearing from customers. In 2024, attendance for quarterly calls cumulatively reached over 6,000 U.S. and international employees, further demonstrating employee CX engagement.

### CX AWARDS

The CX industry in the U.S. has taken notice of Prudential’s customer focus. Prudential won numerous awards in 2024 recognizing both our CX strategy and our achievements to date:



## 2024 CUSTOMER EXPERIENCE HIGHLIGHTS

Throughout 2024 Prudential spearheaded several engagements designed to understand and evolve customer experience. Some highlights include:

- Our Disability Claims Management System (DCMS) customers were experiencing lengthy wait times for letter retrieval. To address this, the technology team implemented microservices for letter generation and retrieval, reducing processing time from minutes to seconds.
- The U.S. Pension Risk Transfer (PRT) team launched digital tools to help deferred annuitants model and initiate the start of their retirement payments online.
- In Prudential International Insurance, our partnership with Mercado Libre helped us to better understand what matters most to our customers and to enhance product development.
- Prudential launched numerous digital features for customers who prefer self-service, from digital policy issuance to a guided and empathetic claims process for beneficiaries. We redesigned our website Prudential.com and upgraded it to be faster and more personalized, which has led customers to rate us easier than ever to do business with.

## FUTURE OUTLOOK

Looking ahead to 2025 and beyond, Prudential is poised to build on its successes and remains committed to our aspiration of delivering industry-leading customer experiences. Leveraging our talent across the organization, we will continue to actively listen to customer feedback and take decisive action designed to make experiences better. We are investing in technology and innovation to enhance the customer, client and advisor journeys, driving greater ease and adoption.

CUSTOMER EXPERIENCE



PROVIDING CUSTOMER INSIGHTS AND SCALING IMPACT THROUGH PARTNERSHIPS

For decades, Prudential has expanded financial access and built new markets, guided by our purpose to help people build financial stability. We partner with organizations that understand the unique needs of different communities, enabling us to bridge insights into our business and deliver better solutions. In 2024, we deepened these partnerships, using new tools and insights designed to drive growth and create positive impact for both our business and the communities we seek to serve.

A HOLISTIC APPROACH TO FINANCIAL STABILITY

In 2023, Prudential launched Blueprints to Black Wealth, a holistic business growth strategy focused on providing the Black community with access to practical, useful information on ways to achieve financial stability. Piloted first in Newark, Detroit and Atlanta, Blueprints is a model of how the Company is leveraging partnerships to expand access and reach customers across all demographics. In 2024, the initiative focused on deepening its impact and scaling its efforts. For example, Prudential partnered with dfree Global Foundation (a nonprofit whose mission is to lead the African American community to financial freedom through content, curriculum, training, tools, and access to financial professionals) to launch the Billion Dollar Challenge. The Billion Dollar Challenge is an initiative created to educate people on strategies to save and pay off debt—with a goal to help households pay back \$1 billion in total—through value-based principles and practical approaches to financial management.



EMPOWERING CLIENTS TO ACHIEVE FINANCIAL WELLNESS

Prudential’s partnership with the national nonprofit network GreenPath helps new and existing clients—such as those who have filed disability claims through Prudential—to set financial goals and manage their debt. GreenPath, which seeks to empower people to lead financially healthy lives, also offers student loan and housing counseling. Prudential’s partnership has connected individuals facing financial challenges with GreenPath, helping set them on a path toward financial wellness. After working with GreenPath, 85.8% of participants said they feel more in control of their finances.<sup>1</sup>

Additionally, in 2024, PGIM DC Solutions partnered with Duke University’s Center for Advanced Hindsight (CAH) on its RetireWell™ Managed Accounts solution with the goal of helping plan participants make better financial decisions and improving adoption and engagement. As part of the process, CAH recruited over 2,000 study participants to identify what aspects of the site’s messaging and features mattered most to them and what makes RetireWell™ unique, ensuring that the product was effective and intuitive before it was launched.



PROVIDING EXCEPTIONAL PRODUCT SERVICE

Prudential prioritizes exceptional product service through:

- Comprehensive training programs for sales and distribution employees, which includes training for product launches and new hires. We also have monthly meetings held by our Product Committees to address product concerns and assess training needs.
- Complaint management by a dedicated Customer Advocacy & Insights team for Individual Life, Retirement Strategies, and Group Insurance complaints. This team is responsible for seeing that those complaints, which can be submitted electronically by customers or authorized representatives, are handled promptly and effectively through a Customer Advocate.

FOOTNOTE

<sup>1</sup> GreenPath Data 2024: [https://www.greenpath.com/wp-content/uploads/2025/04/GreenPath\\_Annual-Report\\_2024.pdf](https://www.greenpath.com/wp-content/uploads/2025/04/GreenPath_Annual-Report_2024.pdf)

PRODUCT INNOVATION

# CREATING INNOVATIVE PRODUCTS AND SERVICES TO MEET CUSTOMER NEEDS.

In 2024, Prudential helped millions of customers around the world take steps to secure their financial futures through innovative products and services designed to improve financial well-being across our life insurance, retirement planning, and asset management businesses. A few examples of how we are creating the next generation of financial solutions to serve the diverse needs of a broader range of customers and clients include:

## SUPPORTING FAMILIES THROUGH LOSS

Prudential collaborated with Empathy, a leading bereavement support platform, to enhance Prudential’s workplace benefits by offering holistic support to families dealing with loss. This strategic partnership provides group life insurance beneficiaries with access to a comprehensive suite of resources, including personalized assistance from Care Managers, to address the emotional and practical challenges of bereavement. By integrating advanced technology with compassionate care, Prudential strengthens its focus on supporting policyholders through life’s critical moments.

## STREAMLINING WORKPLACE LEAVE MANAGEMENT

In 2024 Prudential Financial launched OneLeave™, designed to improve the workplace leave experience by integrating absence and disability management into a single streamlined solution. This innovative approach is unique in its ability to simplify the claims process with features like a single claim number and real-time access to leave information, which aims to enhance both employee experience and employer efficiency. The initiative addresses challenges such as complex state paid-leave regulations and extended absences, and aims to offer value through reduced disruptions and improved employee satisfaction. By leveraging advanced technology and expert consultative services, OneLeave is designed to support a smooth transition back to work, which we believe reinforces Prudential’s leadership helping promote healthy and proactive workplace environments.

## ADDRESSING RISING EMPLOYER HEALTHCARE COSTS

Prudential introduced a Stop Loss Insurance product to assist companies with self-funded medical plans in managing catastrophic claim expenses.

This offering allows employers to cap their potential employee healthcare spend, transferring some risk to Prudential, which addresses a major cost driver for employers. Available to plans covering at least 100 employees, the product includes Specific and Aggregate Stop Loss coverage options. We believe Prudential’s strong financial foundation and extensive experience, combined with a dedicated Stop Loss team, position it to offer competitive rates and flexible policies, providing significant business value for employers seeking financial stability.

## FLEXIBLE SOLUTIONS FOR LIFE’S UNCERTAINTIES

Prudential also launched Momentum IUL, an indexed universal life insurance product that offers protection, growth potential and flexibility to clients. Momentum IUL offers a variety of indexed account options based on S&P 500 and Nasdaq 100 indices, with full downside market protection. Unique features include segment duration choices and access to tax-advantaged cash value for diverse needs, such as supplementing retirement income. Momentum IUL allows policy customization with options to enhance the death benefit, helping promote financial resilience and adaptability for customers.

## ENHANCING RETIREMENT SECURITY

Prudential introduced SimplyIncome, a single-premium immediate annuity, within retirement plans on Fidelity Investments’ platform. This collaboration aims to convert retirement savings into a consistent income stream, addressing consumer demand and expanding security for over 100,000 plan participants. SimplyIncome leverages the SECURE Act’s provisions, offering a predictable income solution to mitigate longevity risk through Fidelity’s Guaranteed Income Direct platform. It represents Prudential’s initiative to innovate retirement income delivery within familiar systems for plan sponsors and participants.

## GLOBAL COLLABORATION THROUGH PRUDENTIAL’S ‘FUTURE OF PRODUCT’ SUMMIT

In 2024, Prudential hosted the “Future of Product” Summit, fostering global collaboration among product teams from the U.S., Japan and Brazil to help enhance growth and innovation. The summit focused on sharing expertise in product development, actuarial insights, and leveraging global capabilities to expand customer access across businesses. Following the summit, Prudential’s Latin America and U.S. teams continued discussions to help drive growth, exploring synergies in product models, distribution strategies and digital capabilities. These efforts aim to position Prudential as a global leader in investing, insurance, and retirement security, adapting proven strategies to local markets for sustainable expansion.

## TOTAL WELLNESS OFFERING LAUNCHED IN BRAZIL

Prudential launched the Fully wellness ecosystem to Prudential of Brazil (PoB) customers. This innovative platform aims to enhance individual longevity and quality of life while boosting employee and customer engagement for businesses. The Fully app offers a comprehensive suite of physical, mental and financial wellness tools, enabling users to set goals, track progress and earn rewards. For companies, it provides valuable user data to help understand well-being trends, improve engagement and Net Promoter Scores and reduce policyholder lapses. Initially launched with PoB employees and franchisees, the app is now expanding to individual and institutional clients, with plans to reach 550,000 customers across Latin America within two years.

# ADVANCING INCLUSIVE ECONOMIC GROWTH.

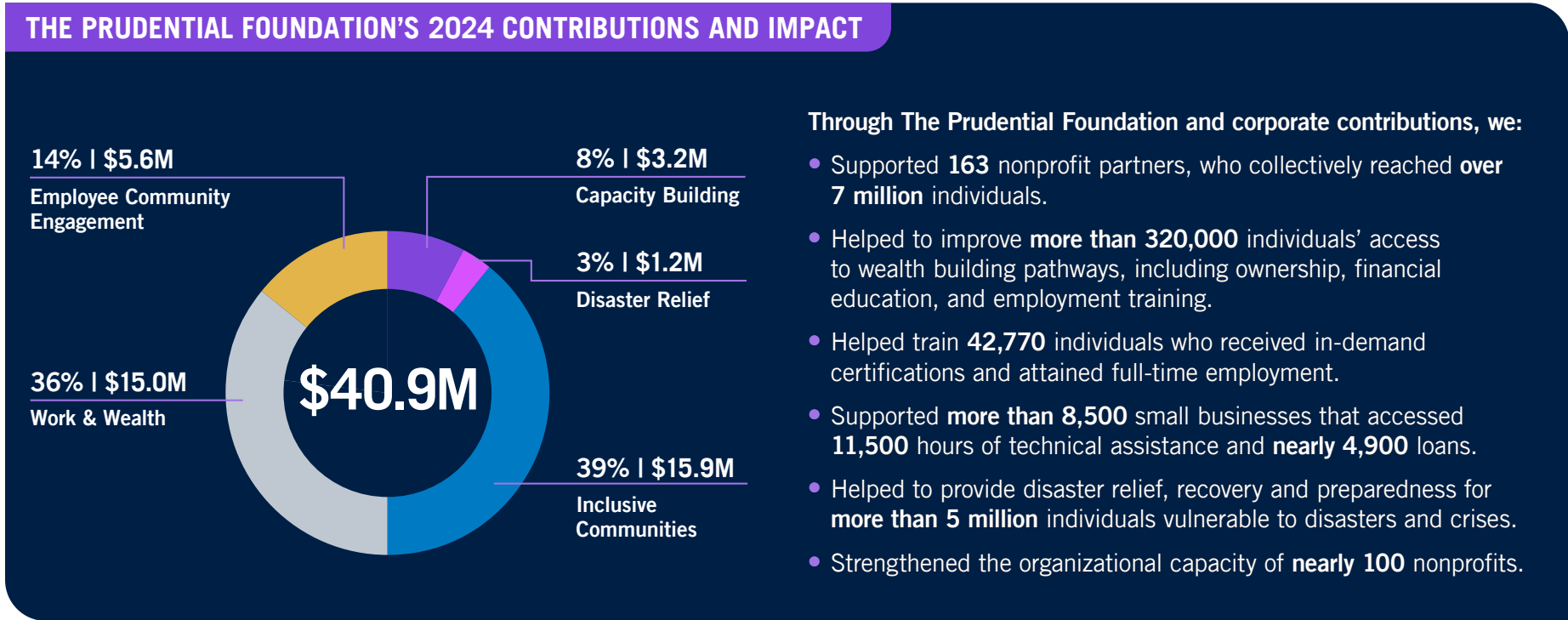
## PARTNERSHIPS AND GRANTS

### Breaking barriers through The Prudential Foundation

150 years ago, Prudential was founded on the belief that financial security should be accessible to everyone. Since 1978, The Prudential Foundation has been supporting this mission by forging partnerships and providing capital for projects that are designed to contribute to a more inclusive and prosperous society. To date, The Prudential Foundation has donated over \$1.1 billion to nonprofit partners working to create paths to economic mobility for communities in the U.S. and around the world. In 2024, it continued to grow and enhance initiatives aimed at supporting financial resiliency in areas such as homeownership and disaster relief and recovery. These efforts strengthened long-standing connections with impactful, community-based nonprofits and encouraged new partnerships with organizations we believe are leading systemic change.

### Supporting a path to homeownership

As part of Prudential’s Work and Wealth strategy, The Prudential Foundation is dedicated to working to expand asset ownership opportunities, including homeownership, to foster intergenerational wealth. In 2024, The Prudential Foundation announced \$3.3 million in philanthropic commitments to support more Americans in realizing home and real estate ownership. Specifically, the funding will support organizations focused on making ownership opportunities more accessible and affordable to first-generation buyers and households with low to moderate income. These grants support national organizations—including long-standing Prudential Foundation partners Inclusiv, UnidosUS, and ROC USA—that are increasing home lending options and scaling alternative models of asset ownership to grow ownership opportunities, while reducing many long-standing barriers.



COMMUNITY ENGAGEMENT AND PARTNERSHIPS

Our unwavering commitment to Newark

As Prudential’s headquarters city, Newark is a focus area for the Company’s Inclusive Communities strategy. We are devoted to fulfilling our responsibilities as both an anchor institution and a good neighbor within the Newark community. In 2024, The Prudential Foundation’s support covered areas including affordable housing, the arts, and public safety. The Foundation announced \$1.3 million in grants through 2026 to the Newark Performing Arts Corporation to support Newark Symphony Hall, and to support programming and community development efforts that will help provide students with high-quality arts education. The Foundation also collaborated with the Newark Alliance to successfully advocate for an Arts and Culture Facilities Funding program through the New Jersey Economic Development Authority, a tax credit program supporting arts and culture institutions’ capital projects. Additionally, the Foundation launched the second edition of the Newark Nonprofit Capacity Accelerator, a program for nonprofit leaders to connect and access capacity-building support to help their organizations thrive.

FOSTERING NEWARK VITALITY

The Prudential Community Grants Program celebrated its second year in 2024, honoring 66 community-based projects in Newark and seeing a 78% jump in applications—a testament to the program’s necessity and reach. Launched in 2023 with a \$500,000 grant to the Community Foundation of New Jersey, the program is aimed at supporting neighborhood-based solutions that foster community vitality through grants to residents and organizations in Newark. Among 2024’s recipients are a variety of inspiring projects spanning all of Newark’s five wards and supporting community health and wellness, arts, education, beautification and development.

“Because of the incredible support of Prudential and this Community Grants program, we’re able to make sure that young girls who may never have seen colleges outside of Newark or outside of New Jersey are able to visit colleges for free.”

– A’Dorian Murray-Thomas,  
Founder and CEO of SHE Wins Inc.,  
a 2024 Prudential Community Grants recipient

Supporting HBCUs

In 2024, Prudential, PGIM, and the United Negro College Fund (UNCF) conducted a study aimed at assessing the financial health of private historically Black college and university (HBCU) endowments. The study, which identified vulnerabilities and opportunities across institutions, looked at the unique challenges that private HBCUs—and their endowment professionals—face in growing and managing their endowments. The study revealed that the asset management industry, including companies like PGIM, is well-positioned to help HBCUs by closing the gap in access to market intelligence, providing resources on portfolio construction, and sharing risk management expertise. The research supported UNCF’s work to establish an HBCU pooled endowment fund. The study represents yet another example of Prudential’s ongoing commitment to HBCUs, which has included nearly \$7 million in support since 2020.



Photo caption: Grantees from Newark’s East Ward at the 2024 Prudential Community Grants Awards Ceremony.

HELPING PUERTO RICO THRIVE

In 2024, Prudential helped long-standing nonprofit partner Inclusiv celebrate its 50th anniversary at the organization’s Puerto Rico and U.S. Virgin Islands CDFI and Community Development Credit Union Convening at the Fundación Luis Muñoz Marín in San Juan, Puerto Rico. The event marked the progress made on CDFI certification in Puerto Rico since Hurricane Maria in 2020, when Prudential worked with Inclusiv to launch the Puerto Rico Community Development Financial Institution (CDFI) Certification Program. The program, part of The Prudential Foundation’s Disaster Relief strategy, is designed to provide financial cooperatives (or *cooperativas*) with support in preparing and submitting applications for CDFI certification, enabling them to collectively access millions of dollars in capacity building and financing support through the U.S. Treasury’s CDFI Fund and other public and private funding sources. CDFIs are important financial institutions providing credit and financial services to people and communities underserved by mainstream commercial banks and lenders, and they have a proven track record of helping low-to-moderate income individuals achieve financial independence. Prior to Hurricane Maria, no financial cooperative in Puerto Rico had CDFI certification or funding; thanks in large part to Prudential’s support, there are now 83 cooperativa and credit union CDFIs in Puerto Rico that have collectively raised \$330 million to provide financial services to their communities.



## COMMUNITY ENGAGEMENT AND PARTNERSHIPS

### PROMOTING A CULTURE OF VOLUNTEERISM

In 2024, 33% of Prudential's U.S.-based employees participated in volunteering or charitable giving opportunities—an increase from 2023—making far-reaching impacts and enhancing their connection to the Company's purpose.

Also in 2024, the Company launched a new feature to our long-standing Prudential CARES volunteering portal: Volunteers in Action, which further expands employee access to volunteering by enabling individuals and teams to choose from a curated list of vetted nonprofits with which to plan self-service volunteer activities tailored to their businesses' unique engagement goals.

### 2024 VOLUNTEERING RESULTS

- 34,400+ volunteer hours completed by over 3,360 Prudential volunteers.
- 3,870+ nonprofits impacted through volunteering and donations.
- \$170,000+ in volunteer grants given (Prudential matches \$10/hour, up to \$500 per employee, per calendar year).
- 97% of employee volunteers surveyed shared that volunteering helped them to build leadership skills, and over 99% reported that volunteering supported their sense of personal fulfillment.

### MATCHING EMPLOYEE CHARITABLE DONATIONS

Prudential offers U.S. employees the benefit to have their charitable donations matched by The Prudential Foundation up to **\$5,000** per eligible employee per year. In 2024, more than **3,300** employees contributed over **\$4.1 million** to eligible charities of their choice, ranging from international aid organizations to local nonprofit organizations. The Prudential Foundation matched **\$3.7 million**, for a total of **\$7.8 million**.

### HELPING JAPAN'S SCHOOLS WITH GIBRALTAR LIFE'S BELL MARK INITIATIVE

In Japan, Gibraltar Life Insurance is the only life insurance company to offer Bell Mark points on its life insurance policies and donate to schools in proportion to the number of Bell Mark points collected by its customers. The Bell Mark Movement, which celebrated its 65th anniversary this year, is similar to a point program for charitable purposes, whereby consumers collect Bell Mark points on a school or Parent Teacher Association basis and support schools by exchanging those points for funds to help enhance educational resources. Gibraltar Life Insurance employees at branches and sales offices nationwide also collect Bell Mark points as part of their volunteer activities to support schools affected by natural disasters, schools in remote areas, and special-needs schools.



**Photo caption:** Prudential Gibraltar Financial (PGF) Life Insurance employees in Japan volunteer by planting trees to support regenerating a natural forest.

### INTERNATIONAL VOLUNTEERING

Prudential employees across the globe contribute locally through volunteering. A few highlights from 2024 include:

- **Brazil:** Prudential of Brazil (PoB) developed a partnership with volunteering platform Atados to facilitate volunteer engagements in opportunities across Rio de Janeiro and São Paulo with PoB's five business resource groups.
- **U.K.:** PGIM Investments continued its partnership with Junior Achievement Worldwide, providing community engagement opportunities for PGIM U.K. employees and work readiness, entrepreneurship, and financial literacy training for students.
- **Japan:** In 2024, Gibraltar Life collaborated with entertainment company Yoshimoto Kogyo to launch the "Smile Money Project," which offers courses and programming on financial literacy to schoolchildren across Japan. Prudential Life Insurance offers donation-based courses to university students to enhance their understanding of the sales profession. These courses, titled "The Science of Sales," are conducted by experienced life planners, branch managers, and executive officers who share practical insights from their own sales experiences. The lectures cover essential sales skills, decision-making mechanisms, and the sales process, while also addressing the intrinsic rewards of a sales career, necessary mindsets, and opportunities for personal growth.
- **Mexico:** PGIM Real Estate and Prudential of Mexico continued their relationship with YouthBuild México to engage Prudential and PGIM employees in supporting opportunity youth—young people between the ages of 15 and 29 not connected to school or work—in Mexico City and Monterrey.



# OUR CULTURE

We foster a high-performance culture, to deliver on our customer and client promises.

- › Our Culture Philosophy
- › Talent Attraction
- › Talent Development
- › Employee Engagement
- › Employee Well-Being
- › Pay Equity



OUR CULTURE PHILOSOPHY

# A THRIVING CULTURE FUELS EMPLOYEES TO DRIVE OUR BUSINESS FORWARD.

Prudential’s culture is defined by our focus on customers, a commitment to innovation, and a belief in the power of inclusion. We embrace technology to help us drive smarter decisions and deliver better outcomes, while remaining risk-aware and adaptable in a changing world. Our people are empowered to challenge the status quo, collaborate across businesses, and create lasting value for all stakeholders. By working to foster an environment where every voice is heard and every idea matters, we aim to attract and develop talent that is passionate about making a difference—helping Prudential remain a trusted leader in financial security.

This culture is reinforced by our talent and retention practices, employee engagement initiatives, clear governance policies and robust training programs that equip employees to embody our values in their work. Regular feedback, transparent goal-setting, and shared accountability promote outcomes that matter. In this environment, we believe employees feel supported and inspired to deliver meaningful results for our customers, communities, and each other.



## OUR EMPLOYEE VALUE PROPOSITION (EVP)

Our Employee Value Proposition showcases our purpose as an organization, our distinct culture, and the changes we are driving in the marketplace. Grounded in the following four pillars, the EVP framework helps current and prospective employees talk about our people, culture and programs internally and externally, ultimately helping us attract, hire and retain top talent to drive our vision and strategy forward:

- **Ignite Change:** We value deliberate and respectful disruption that improves lives and makes a meaningful difference.
- **A Culture Built on Respect:** We are here to do our best work, make an impact and get things done—and disagreements are solved through healthy debate, grounded in genuine respect.
- **Winning with Flexibility:** Our flexible, hybrid culture is designed to create opportunities to meet the needs of our work, our team, and our lives.
- **Do Purposeful Work:** By being deliberate, ethical and agile, we’ll not only change lives in meaningful ways, but we’ll also feel great doing it.

## 2024 CULTURE HIGHLIGHTS

In 2024, Prudential launched the following new culture initiatives to further strengthen inclusion, innovation and employee engagement across our organization:

- Introduced a new leadership framework designed to shape our culture and daily behaviors. The framework is grounded in full inclusion, empowering employees to foster trust, integrate diverse perspectives, and drive accountability. This approach aims to enhance innovation, business outcomes and full employee engagement across our organization. To implement our new leadership framework, Prudential held hybrid events where employees explored each dimension’s relevance to their roles. More events and workshops are planned for 2025 to further explore each dimension.
- Launched a new U.S. HR team, Culture & Inclusion, to integrate inclusive practices into our talent strategy and elevate our cultural priorities. 2024 highlights include cultivating inclusive leadership practices, the creation of a Culture & Inclusion employee hub site, and building employee programming on topics such as well-being, feedback sessions and networking.
- Launched a Work from Anywhere program, giving U.S. Prudential employees the flexibility to work remotely from anywhere within the U.S. for four weeks a year.

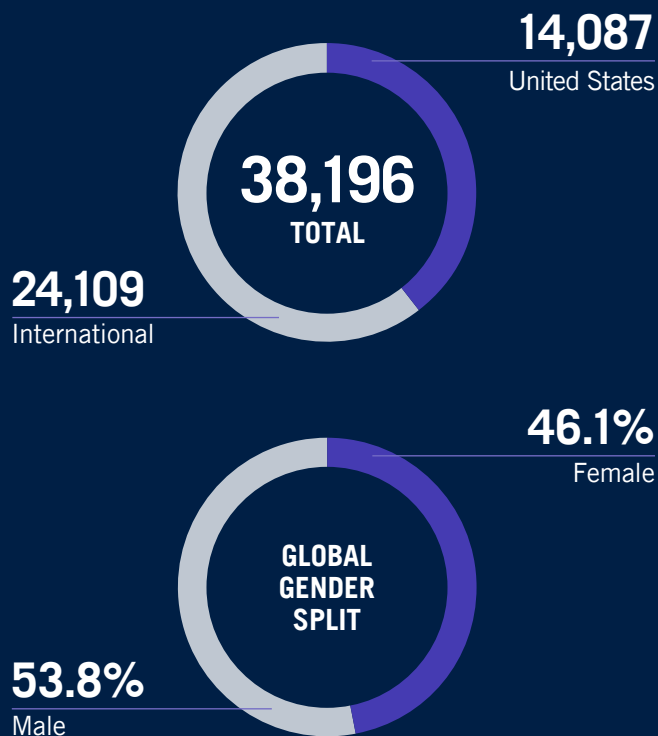


OUR CULTURE PHILOSOPHY

INCLUSIVE LEADERSHIP IN ACTION

In 2024, PGIM, a division of Prudential, continued to expand participation in its “Inclusive Leadership” program, a multiyear initiative launched in 2023 in collaboration with the NeuroLeadership Institute. Open to all leaders and people managers at PGIM, the program provides participants with tools and strategies to enhance social interactions and foster psychological safety within their teams. In 2025, the focus will shift to developing a growth mindset. As of the end of 2024, over 80% of PGIM’s leaders and people managers participated.

TOTAL WORKFORCE



OUR PEOPLE ARE THE CORNERSTONE TO OUR BUSINESS GROWTH

Movement across the U.S. workforce

Prudential’s annual turnover rate (which includes voluntary and involuntary terminations) in 2024 among U.S. employees was 15.3%. This compares to 23.3% for the Finance and Insurance industry, as reported by the Bureau of Labor Statistics (BLS) for 2024.

In 2024, voluntary turnover among Prudential’s U.S. workforce was 4.7%, which is lower than the most recent BLS benchmark of 14% for the Finance and Insurance industry in 2024.

Our involuntary turnover in 2024 was 10.6% as a result of our continuous review of our organizational structure to help us meet the evolving needs of customers and maintain our competitive position in the marketplace.

Internal career mobility

Prudential drives internal talent mobility by regularly introducing and improving existing tools and processes to help cultivate the talents of current employees. In 2024, nearly 37% of all U.S. positions were filled by internal candidates. Additionally, Prudential has an average tenure of 11 years in the U.S., demonstrating the Company’s focus on supporting employees to develop long careers at Prudential while providing business value in different and new ways. **Learn more in the “Talent Development” and “Employee Well-Being” sections in this report.**

For detailed information on Prudential’s U.S. workforce demographics, please see our most recent EEO-1 data available at [prudentialesg.com](https://www.prudentialesg.com).



TALENT ATTRACTION

We recruit top talent to help boost business growth and impact. To maintain our leadership position in investments, insurance and retirement strategies, Prudential is focused on attracting top-tier talent. We invest in cultivating a robust talent pipeline with diverse experiences, backgrounds and skills to pursue our business goals by collaborating with external partners, utilizing innovative candidate sourcing tools, and enhancing our brand presence at industry events and conferences. Our recruitment process is designed to emphasize aligned skills and meritocratic principles, so we can position qualified talent in roles that best advance our organizational goals.

In 2024, the U.S. team successfully completed the following to help position Prudential as a top talent destination for candidates:

- **Launched new Career Site**, aligned to our Employee Value Proposition (EVP) principles rolled out in 2023. The site features our open job positions, upcoming events, and employee spotlights.
- **Launched new Candidate Management Tool**, allowing us to connect with engaged candidates, send campaigns to prospective applicants, and track communication for a seamless candidate experience.
- **Invested and expanded access to sourcing tools**, to allow more recruiters to build larger qualified candidate pools for our open roles.
- **Launched new Talent Ambassador Program**, focused on engaging employees in efforts to attract more talent, such as event attendance, social media content and candidate support.
- **Built upon our Early Talent Acquisition success** by partnering with higher education institutions, including colleges and universities near our large office locations.

Our early talent programs

Prudential continues to host the Summer Internship Experience in the U.S., which serves as a pipeline to build our future leaders. Our paid 10-week summer program is for enrolled college students to get hands-on and impactful experience across our enterprise. Interns receive mentors, summer projects and networking opportunities with senior leaders. Our internships are pipeline programs into full-time leadership development and entry-level programs.

2024 U.S. TALENT ACQUISITION HIGHLIGHTS



In its Newark offices, PGIM awarded 10 scholarships in 2024 as part of its Ron Andrews Scholarship program, first launched in 2020. This merit-based scholarship is open to all eligible students with financial need who have accepted a summer internship at PGIM in the U.S. and U.K. The scholarship aims to provide access to the career-advancing opportunities of an internship and to cultivate a strong bench of future leaders in the asset management industry. Since its inception, PGIM has awarded a total of 36 scholarships.

Investments in our recruiters help bring in top talent

In 2024, we kicked off a Recruiter Bootcamp in the U.S. with the goal of empowering and equipping recruiters to become strategic talent advisors who more deeply understand the complexities of the business. By leveraging consistent best practices and enhancing recruitment capabilities, we believe the recruiter advisor team will drive strategic hiring practices to help bring top talent into our critical roles for growth.



TALENT DEVELOPMENT

# EQUIPPING OUR PEOPLE WITH THE CAPABILITIES TO DRIVE IMPACT FOR THE BUSINESS.

Prudential’s talent development offerings aim to provide employees with relevant, timely and valuable learning opportunities that support their growth and development through workshops, resources, programs and on-demand learning. Prudential strives to build a strong pipeline of exemplary talent that represents and supports our company’s culture and is equipped with the skills and mindsets to deliver the highest levels of business performance.

## HOW WE’RE DRIVING LEARNING ACROSS THE ENTERPRISE

At Prudential, supporting the professional growth of our people is a top priority. No matter where they are in their career journey, equipping employees with the tools and skillset needed to achieve Prudential’s purpose, vision and strategy extends beyond our effective talent development programs. Prudential continues to invest in on-demand learning platforms such as LinkedIn Learning and Degreed to help support skill-building strategies across the enterprise, which we believe provides easier to access and relevant learning in a simpler way. We’ve also launched our Tech Ready Academy designed to give U.S. employees the knowledge and skills needed to thrive in our tech-driven world via immersive workshops, clinics, curated learning paths and custom e-Learning courses.

## LEADERSHIP DEVELOPMENT TO SUPPORT PRUDENTIAL’S GROWTH STRATEGY

Prudential is focused on developing a pipeline of high-performing leaders. We do this by delivering timely content and targeted experiences during key transitions and leveraging technology to expand access so that more people can acquire essential leadership skills. Our leadership development programs include:

### Upskilling future leaders

Prudential’s LAUNCH program is designed to equip aspiring leaders with skills such as personal branding and decision-making along with the essential knowledge needed to excel in their careers. Participants attend classes to help them explore crucial leadership competencies, develop practical skills, and build the confidence to lead effectively. In 2024,

91% of LAUNCH participants indicated the learning experience helped them to develop new knowledge or skills. In 2024, Prudential transitioned this nomination-based program into a self-nomination program, leading to a participation increase of 270% from 2023.

### Nurturing high-potential talent

Our approach to nurturing high-potential talent focuses on key areas such as business acumen, strategic thinking, decision-making, and people leadership through education, experiences and exposure to opportunities including:

- **Fuel**, a team-based competitive business simulation. Ninety-seven percent of Fuel participants in 2024 said the experience would improve their work performance, and 84% reported at follow-up (30+ days post-program) that their learning was helping them produce significant positive results.
- **Leaders Lab**, a 12-month program designed to accelerate the growth and development of our top talent through executive education, interactive discussions, strategy simulations, and a hackathon experience.
- **PGIM ASCEND (VILT)** targets individuals moving to managerial roles, focusing on essential skills aligned with PGIM’s strategy and leadership culture. In 2024, there were seven cohorts, 28 sessions, and 149 participants from 11 countries.
- **PGIM OutLEAD** targets mid-level leaders (VP and equivalent) with a cross-business program designed to enhance leadership, inclusivity, agile decision-making, and coaching skills. In 2024, there were five cohorts, combining live and self-guided learning, with 100 participants from eight countries.

## 2024 U.S. LEARNING AND DEVELOPMENT HIGHLIGHTS

90%

of all U.S.-based employees visited Workday Learning

600+

Employees from all areas of the organization participated in 13 leadership development programs

66%

of all U.S.-based employees visited Degreed, our learning and upskilling platform

>\$3,000<sup>1</sup>

Average dollar amount spent on Leadership Development per program participant

\$5,550

Average amount spent per U.S. employee enrolled in the education benefit program; 230 employees graduated or completed a certification or designation using the continuing education benefit

- **PGIM Pinnacle** is for the top 100 global executive leaders who are responsible for setting strategy and managing individual departments or divisions, to help build a collective understanding of PGIM’s growth agenda and build community among executive leaders across affiliates.
- **Amplify** targets rising talent, creating a two-way dialogue with executive leadership to help incorporate next-generation perspectives into strategic decisions. In 2024, 18 global Rising Talent PGIM employees participated.

### FOOTNOTE

<sup>1</sup> In last year’s 2023 Sustainability Report the average total dollar amount spent on self-directed learning platforms per learner in 2023 was reported as \$167, but due to a miscalculation in the data it was \$4,140.



TALENT DEVELOPMENT

LEADERSHIP DEVELOPMENT IN PGIM



CONTINUING EDUCATION

Prudential's Education Benefit provides active full-time and part-time employees with equitable and affordable access to continuing education programs that align with evolving in-demand skills. The Education Benefit reimburses employees for tuition costs and other education-related costs, making it easier for employees to have the tools they need to own their career journeys and be prepared for the jobs of tomorrow. In 2024, Prudential enhanced its Continuing Education program, to offer additional support as employees pursue both external degrees and certifications including the ability to:

- **Pursue a second degree at the same level**, offering additional support as they explore nonlinear career trajectories.
- **Pursue certifications** empowering them to deepen understanding of key topics that support their current role or help them explore a nonlinear career path.
- **Access to a new coaching service** via EdAssist, connecting employees with coaches who can provide academic and financial guidance while also helping them understand the benefits available to them.
- **Get immediately reimbursed for books and exam fees for certifications** to lessen the financial burden on employees.

COACHING

Group coaching

Throughout 2024, Prudential continued to cultivate a robust ecosystem of coaching initiatives designed to enhance performance, accelerate learning, and drive organizational success including:

- A training program for U.S. leaders of people designed in partnership with Korn Ferry to equip participants with advanced coaching skills so that they may facilitate internal coaching initiatives, such as business-focused coaching programs and Everyday Coaching Circles.
- Everyday Coaching Circles allow U.S. employees to engage in regular, informal coaching sessions with a small cohort of peers. These circles are led by a Prudential leader that has been trained in coaching frameworks and are intended to facilitate knowledge sharing, problem-solving, and skill development in a collaborative environment.

Executive coaching

Throughout 2024, Prudential provided nearly 1,000 hours of personalized one-on-one coaching to leaders worldwide to help enhance their leadership skills. Additionally, Prudential collaborated with Korn Ferry to offer 500 hours of coaching to senior leaders, supporting the rollout of our new leadership framework. PGIM focused on upskilling managers to deliver effective coaching. High-potential leaders were offered various coaching options, including traditional six-month engagements or targeted sessions lasting three, six or eight hours.

ASSESSING OUR TALENT

U.S. Prudential employees receive an annual performance assessment designed to support their development and evaluate how they are contributing to enterprise objectives. The assessment focuses on the individual's business and leadership outcomes and includes employee and manager reflections on contributions and achievements.

In addition to the annual performance review process, employees mid-level and above receive biannual talent reviews, which focus on assessing their leadership potential and performance to evaluate their potential to take on increasing responsibility, while also supporting strong succession plans for our most critical roles.



TAILORED AI COACHING

In 2024, Prudential introduced an AI Coaching pilot program in the U.S. in collaboration with Valence, a leader in the AI coaching space, to scale the advantages of coaching through generative and conversational AI grounded in well-established coaching frameworks and ethical guidelines. Called "Nadia," the AI coach guides employees in topics such as Prudential's leadership framework, effective decision-making, conflict resolution, executive presence, and more.

2024 AI Coaching Engagement Highlights:

- Launched to over 2,000 U.S. employees.
- Nadia conducted over 7,000 coaching conversations with Prudential employees.
- 38% of AI coaching conversations were focused on effective communication.

EMPLOYEE ENGAGEMENT

# WE INVEST IN LISTENING TO OUR EMPLOYEES.

Part of Prudential’s investment in our people is our listening strategy, which helps inform actions that enhance workplace culture and employee engagement. In 2024, over 77,000 responses were collected across our various polling and survey events, aimed at understanding employee experiences, behaviors and attitudes, perceptions of leadership, culture, and key organizational goals globally.

## LISTENING THROUGH EMPLOYEE LIFECYCLE SURVEYS

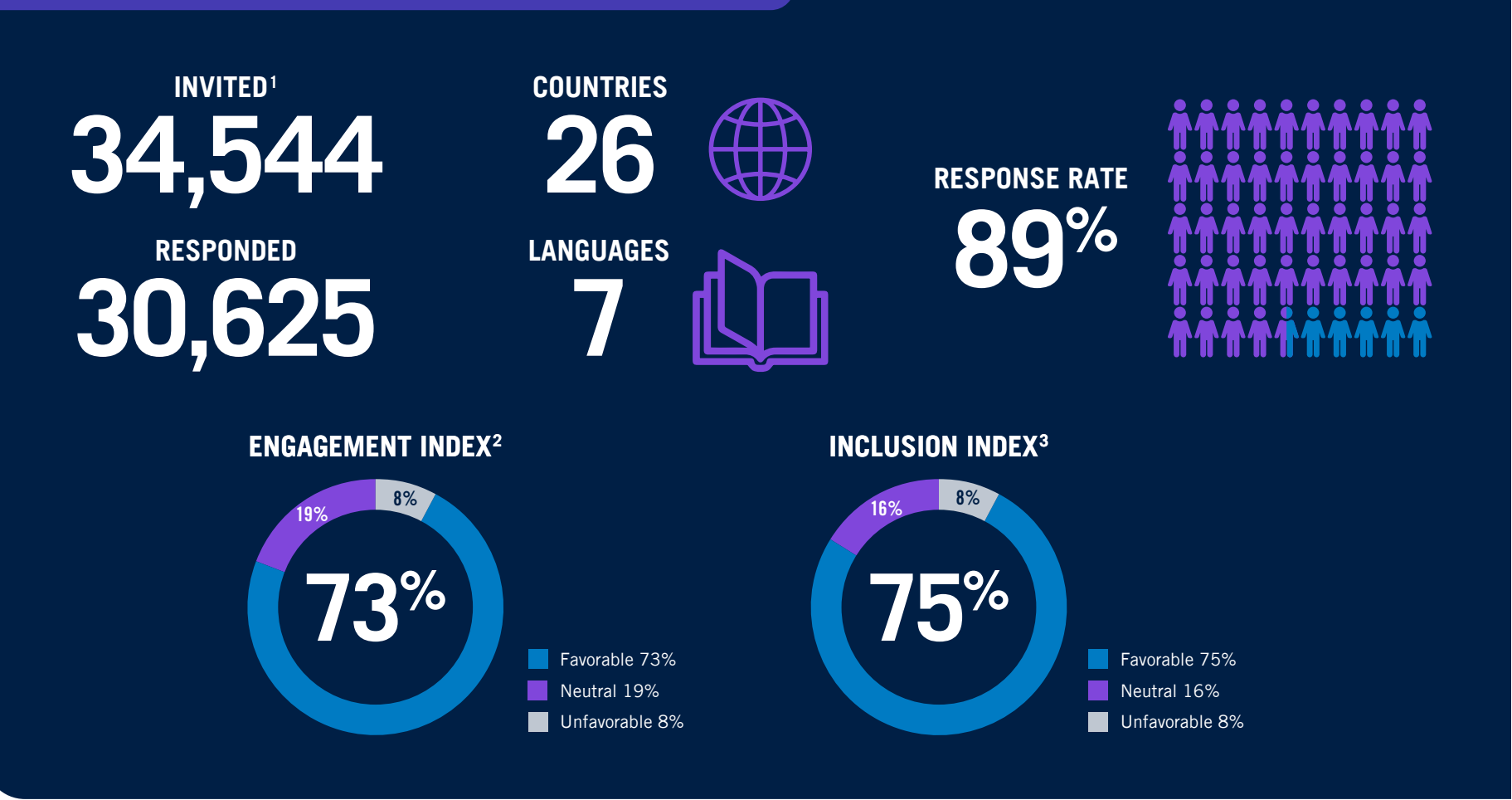
The “EQ,” our annual global Employee Engagement Survey, continues to be the cornerstone of our listening program. The July 2024 results showed Prudential’s global **engagement score at 73% favorable, and the inclusion index score at 76% favorable**, with positive feedback on the Company’s ethical, respectful and inclusive culture. Feedback on managers, team dynamics and flexible work arrangements also remained strong.

EQ Survey results are discussed with the Board at least annually. Senior leaders are focused on taking action that has a meaningful impact, including changes in development programs, internal mobility opportunities, process improvements, and team design.

The strategy also leverages pulse surveys and crowdsourcing activities to support ongoing listening and to gather insights that influence employee experiences. In 2024, Prudential launched Culture Connects in the U.S., which consisted of six group feedback sessions during which more than 130 attendees had the opportunity to ask questions and share feedback on our culture and employee experiences. Topics such as inclusive leadership, change management best practices, and the employee experience were themes throughout and helped frame initiatives for the Culture & Inclusion team’s strategy.



### THE 2024 EQ: ANNUAL GLOBAL EMPLOYEE ENGAGEMENT SURVEY



FOOTNOTES

<sup>1</sup> Survey population does not match the total workforce size because participation is at the discretion of business leaders.  
<sup>2</sup> Engagement Index: Average favorability score of employee engagement indicators: job satisfaction, advocacy, discretionary effort, and intent to stay.  
<sup>3</sup> Inclusion Index: Average favorability score of various facets that reflect an inclusive environment: communication, respect, trust, growth opportunities, empowerment, innovation, flexibility, psychological safety, and feeling welcomed, appreciated and a sense of belonging.

EMPLOYEE ENGAGEMENT

PRUDENTIAL'S BUSINESS RESOURCE GROUPS

Prudential's business resource groups (BRGs)—our business-focused approach to employee resource groups—are open to all employees across the U.S., U.K., Brazil, and other locations. These groups are an integral part of how we engage and listen to employees to strengthen our company from within. Through active participation in BRGs, employees help shape our culture, inform business decisions, and help ensure our customer service and product offerings remain relevant and inclusive. BRGs and their members act as Prudential's "customer zero," providing real-time opportunities for collaboration, innovation, and learning that are designed to directly support Prudential's business goals.

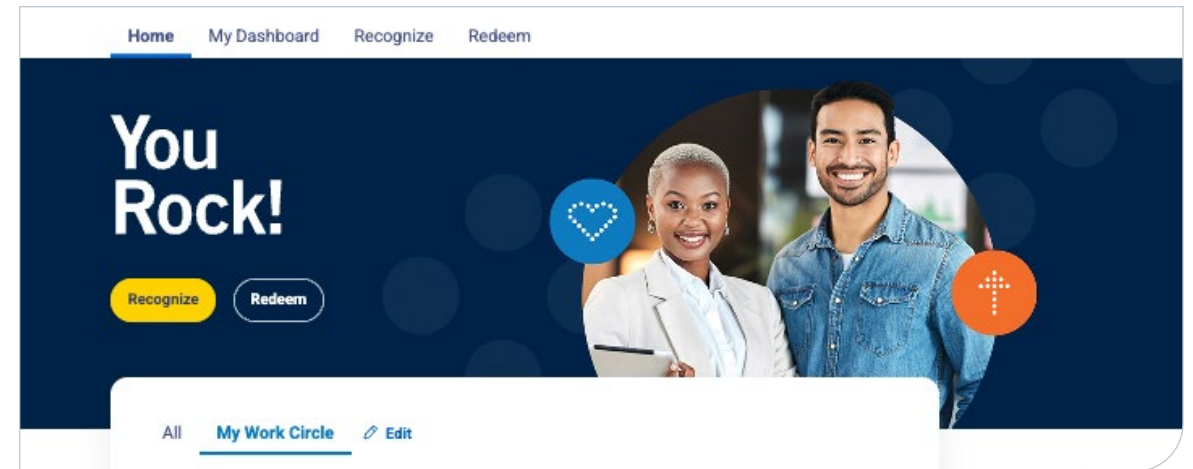
Established over 20 years ago (starting with two groups in the U.S.), BRGs provide expertise and relationships that help drive product development, talent management, and market strategies for our businesses. Each BRG has Business Leads who identify opportunities for BRG members to inform and support business goals. Partnerships have included the Asian Pacific Islander Americans (APA) BRG's collaboration with Prudential International Insurance (PII) on the latter's Asia Think Tank and the Black Leadership Forum (BLF) BRG's ongoing collaboration with Individual Life Insurance (ILI) on Prudential's Blueprints to Black Wealth

initiative. Today, Prudential hosts eight BRGs in the U.S., with approximately 40% of our U.S. employees participating in at least one BRG, reflecting our dedication to working to create a workplace where every voice contributes to our shared success.

-  Alliance for Disability Advocacy, Partnering, and Transformation (ADAPT)
-  Asian Pacific Islander Americans (APA)
-  Black Leadership Forum (BLF)
-  Generations
-  Juntos
-  PRIDE
-  VETNET
-  Women Empowered (WE)

EMPLOYEE RECOGNITION DRIVES OUR BUSINESS FORWARD

Acknowledging the positive contributions of our employees helps build our culture of trust and respect. Our **You Rock! recognition program** in the U.S. and in most PGIM offices globally enables peer-to-peer recognition of individuals and teams on their accomplishments, celebrations, service anniversaries and cultural impact. In 2024, **85% of our employees** globally were recognized by their leaders and/or peers for their impact, collaboration and inclusive leadership.



EMPLOYEE WELL-BEING

# WHEN EMPLOYEES THRIVE, SO DOES OUR COMPANY.

Employee well-being is an enterprise priority. Prudential is helping our employees access resources and benefits so they can be their best at work and at home. We support our employees’ physical, financial, social and emotional well-being by working to foster a culture of belonging and collaboration and providing impactful well-being programs, which vary by global location and are designed to be consistent with local practice. We strive to offer a comprehensive and market-competitive Total Rewards package to all our employees.

## IN THE UNITED STATES

For full-time and part-time employees working more than 20 hours per week in the United States, we offer a comprehensive package of benefits, programs and resources designed to provide options and flexibility that allow employees to thrive. Key components include:

### Health

We encourage and support our employees’ physical and emotional well-being through a variety of benefits and programs, including access to medical, dental and vision insurance. Our BeWell Reimbursement Program reimburses each employee \$1,000 for eligible expenses toward their personal well-being, and employees can earn up to an additional \$600 for use under the program by engaging in well-being challenges throughout the year. In 2024, over 90% of eligible employees participated in our BeWell Reimbursement Program, with 65% of participants earning an additional amount by engaging in at least one challenge.

### Life and other insurance

We provide our employees access to life, accident, disability, and other insurance programs that deliver protection for them and their dependents as either core benefits (at no cost to them) or as voluntary programs (employees pay the full cost). To accommodate the different needs of our employees, we offer multiple choices for life insurance, accidental death and dismemberment insurance, disability insurance, accident insurance, critical illness insurance, and hospital indemnity insurance coverage.

### Retirement and savings

We help our employees build financial security and live a better life longer through our defined benefit retirement plan and our 401(k). We match 100% of an employee’s before-tax and/or Roth 401(k) contributions up to a maximum of 4% of earnings, subject to a three-years-of-service vesting requirement. The 401(k)’s after-tax component can also be used by employees as an emergency savings vehicle.

### Coaching and guidance

We support employees in achieving their life goals and meeting the challenges they may face through a variety of programs, including our health coaching, medical second opinion services, financial planning assistance, and work/life resources and referral services. Roughly 26% of eligible members are enrolled in our digital health coaching and therapy program through Vida Health and have reported improved mental and physical health outcomes.

### Supporting caregiving employees

We offer programs to support employees caring for loved ones through various life stages, including new parent support programs, paid parental leave (10 weeks of fully paid parental leave is provided for the birth or adoption of a child), adoption expense reimbursement (increased to \$25,000 per adoption in 2024), personal support and coaching services, 25% match to Dependent Care Flexible Spending Account, child care discounts, backup child care and pet care, tutoring support, college admissions support, adult care support and coaching services, and elder law consultations. In 2024, Prudential introduced a surrogacy expense reimbursement benefit for eligible employees, providing a reimbursement toward surrogacy expenses up to \$25,000 per surrogacy attempt.



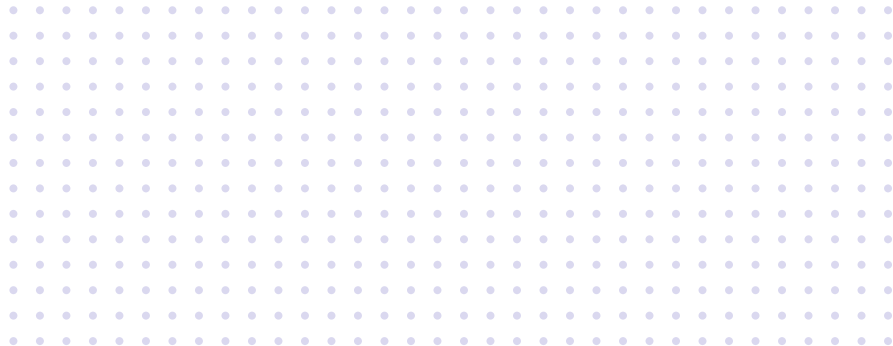
EMPLOYEE WELL-BEING

Paid time off

Employees are encouraged to refresh and recharge with vacation time using days from their Paid Time Off (PTO) Bank, which can also be used for sick days and other incidental time off. Full-time employees are eligible for at least 21 PTO days after one year of service. Paid time off is also provided for death of an immediate family member and funeral attendance of others, as well as for a personal volunteer day.

For more information on the U.S. offerings, please review our [Total Rewards brochure for prospective employees](#).

Our focus on financial well-being for our employees also includes attention to our compensation programs and structures. In 2024, we increased our lowest base pay range for regular full-time positions in the U.S. to start at what equates to a \$20.21 minimum hourly wage for our non-exempt employee population.



OUTSIDE THE U.S.

Examples of benefits and program enhancements in 2024 provided by businesses outside the United States include:

- PGIM expanded its global family leave policy for its employees outside the U.S., which supports families through a variety of leave types.
- In Japan, Prudential supports employee well-being through regular medical checkups. Additionally, we conduct an annual stress check survey, in line with national guidelines, to proactively support mental health and well-being. Additionally, we contribute to our employees' families by providing school bags to those with children entering first grade.
- Prudential of Brazil launched Fully, an innovative total wellness program designed to engage employees in comprehensive challenges that promote physical, financial and mental well-being. In 2024, 47% of employees participated. Our well-being offerings also include telemedicine/tele psychology, fitness programs, and mental health support.
- Prudential of Mexico provides free access to a digital medical clinic to get medical consultation, a personal nutritionist and psychologist therapy sessions, as well as subsidized gym memberships.

WELL-BEING EDUCATION

We offer employees opportunities to learn about well-being topics and Prudential's well-being programs through various events and webinars. Highlights include:

- In the U.S. in 2024, we hosted nearly 140 webinars and specialized presentations, and two major events: a Mental Health Awareness Month event with a focus on workplace belonging and a Health & Wellness expo in Newark, NJ.
- Globally, PGIM's annual Wellness Weeks speaker series addresses well-being topics to help employees perform at their best.
- In 2024, PGIM's Wellbeing at Work program provided European employees with events on physical and mental health, while U.K. employees also received sessions on retirement and car leasing; in the APAC region, the focus was on sleep and professional boundaries.



MENTAL HEALTH

Prudential recognizes mental health as an integral component of our employees' well-being and is working to create a culture in which employees can speak up about their emotional well-being and seek assistance. We offer periodic mental health training for employees and managers, engage in communication about mental health awareness, and offer access to programs that support the emotional well-being of our employees and their families.

- In the U.S., Prudential and PGIM employees and their dependents have access to our Emotional Wellbeing Program, which provides up to 10 free counseling sessions per year to each person. In 2024, over 1,400 employees and family members participated in counseling sessions, with 86% of individuals reporting improvement such as a reduction in stress, anxiety and depression.
- PGIM employees outside of the U.S. have access to an Employee Assistance Program provided by a third party which guarantees confidentiality. In addition, PGIM supports employees with around 70 Mental Health Champions/First Aiders around the world who are trained to listen, validate and help employees navigate the available mental health resources.

PAY EQUITY

# EQUITABLE COMPENSATION PROMOTES FAIRNESS IN THE WORKPLACE THAT HELPS TO RETAIN AND ATTRACT TALENT.

The Compensation Committee of our Board of Directors reviews and provides oversight of the Company’s pay practices. Our Total Rewards and talent programs are market competitive and reviewed against our relevant peer group of companies and enable Prudential to recruit and promote talent within the context of an individual’s background, experience and performance.

## PRUDENTIAL’S U.S. POLICIES AND PRACTICES ARE DESIGNED TO ADDRESS PAY EQUITY THROUGHOUT THE EMPLOYEE’S CAREER

- Guided by independent legal counsel, Prudential conducts a review of its U.S. compensation practices to help protect against systemic race-, ethnicity- and/or gender-biased patterns and takes action as warranted.
- Employees can raise issues regarding pay equity with the Ethics Office, Employee Relations, Human Resources, or their manager.
- Pay equity is a critical component of our commitment to paying employees fairly, regardless of race, ethnicity and/or gender.
- We try to ensure that pay discrimination concerns are promptly and thoroughly investigated by trained professionals dedicated to reviewing unlawful discrimination claims.



## 2024 PAY ANALYSIS

In 2024, Prudential retained independent experts to conduct pay analyses for our U.S. population. Base pay, bonus and equity were evaluated. Described below are the results, which trend positively from our 2022 analyses, reinforcing our commitment to equity and inclusion:

- With respect to base pay, the results showed that, when accounting for relevant factors including job and location, on average, women were paid at least 100% of the pay of male employees; Black and Asian employees were paid at least 100% and Hispanic employees were paid 99.9% of the pay of non-Hispanic white employees.<sup>1</sup>
- With respect to total compensation (base pay, bonus and equity), accounting for relevant factors including job and location, on average, women were paid 99.1% of the pay of male employees; Asian and Hispanic employees were paid at least 100% and Black employees were paid 99.9% of the pay of non-Hispanic white employees.

**FOOTNOTE**  
<sup>1</sup> Hispanic also includes employees of Latin descent.





# GOVERNANCE

We strive to operate with strong ethical business practices, alongside oversight from a board of directors with a diverse mix of skills, experiences and perspectives and policies designed to foster a fair and equitable workplace.

- › Prudential's Board
- › Anticipating and Managing Risks
- › Ethics and Compliance
- › Cybersecurity
- › Privacy
- › Political Engagement
- › Sourcing and Procurement

PRUDENTIAL'S BOARD

# DRIVING BUSINESS VALUE BY LEVERAGING OUR DIRECTORS' COLLECTIVE EXPERTISE.

## BOARD OVERSIGHT

Prudential's Board of Directors' oversight extends to Prudential's corporate strategy, risk management, human capital, sustainability, and corporate culture. In addition, two of our Board members sit on the Company's Corporate Social Responsibility Oversight Committee. These Directors inform the Company's social responsibility efforts in investing for financial and social returns, strategic philanthropy, employee engagement, and corporate community involvement.

## BOARD STRUCTURE

As reflected in our Corporate Governance Principles and Practices, our Board believes that strong, independent leadership is a critical aspect of effective corporate governance. As of May 2025, seven out of our nine Directors are independent. With oversight by the Corporate Governance and Business Ethics Committee, the Board's current composition is the result of a thoughtful process informed by the Board's annual self-evaluation, which is conducted by an independent third party, and feedback received from the Company's engagement with shareholders and other stakeholders. When evaluating qualified Board candidates, the Corporate Governance and Business Ethics Committee considers individuals who possess skills that align with Prudential's current and long-term global business strategy.

## BOARD EXPERTISE

Our Board of Directors comprises individuals with wide-ranging experience in human capital management, sustainability, financial markets, cybersecurity and risk management. As of May 2025, the Corporate Governance and Business Ethics Chair is the former president and CEO of the Federal Reserve Bank of Cleveland, who has extensive experience in monetary policy that directly impacts Prudential and its businesses. The Audit Committee chair and committee members bring strong backgrounds in information systems and cyber-related matters, and Prudential's Compensation and Human Capital Management Committee chair is an experienced global leader with a successful history leading major global businesses.

The Board enhances its collective knowledge of sustainability risks to the Company through ongoing education. Prudential's Director education practices are designed to be responsive to rapidly evolving external developments and strategy, risks, and talent oversight needs. In 2024, the Company's senior leadership led Board discussions regarding the use of generative artificial intelligence and intelligent automation to improve interaction with Prudential's customers and processes. The entire Board also has received technology and cybersecurity training led by both internal and external experts.

## SUSTAINABILITY OVERSIGHT

The Corporate Governance and Business Ethics Committee and Prudential's Board of Directors oversee the Company's sustainability initiatives and strategies through several committees. The full Board receives reports from its committees on sustainability-related risks and opportunities, which allow all Directors to contemplate these considerations when reviewing business decisions and strategic plans.

### Board Committees and Responsibilities

<b>AUDIT COMMITTEE</b> <ul style="list-style-type: none"><li>Insurance risk and operational risk</li><li>Financial controls, legal risks and regulatory risks</li><li>Cybersecurity and compliance matters</li><li>Overall risk management governance structure and risk management function</li></ul>	<b>COMPENSATION AND HUMAN CAPITAL COMMITTEE</b> <ul style="list-style-type: none"><li>Incentive compensation plan design</li><li>Benefits policies and programs</li><li>Pay equity</li><li>Human capital strategies and policies</li></ul>
<b>CORPORATE GOVERNANCE AND BUSINESS ETHICS COMMITTEE</b> <ul style="list-style-type: none"><li>Overall ethical culture</li><li>Human Capital Management external reporting</li><li>Political contributions and lobbying expenses</li><li>Environmental stewardship, including climate</li><li>Corporate social responsibility</li></ul>	<b>INVESTMENT COMMITTEE</b> <ul style="list-style-type: none"><li>Acquisitions, management and disposition of invested assets, including sustainability-related initiatives of the Chief Investment Office</li><li>Investment and market risks</li></ul>
	<b>FINANCE COMMITTEE</b> <ul style="list-style-type: none"><li>Liquidity risk</li><li>Benefit plan funding</li><li>Major capital expenditures</li><li>Risk Appetite Framework</li></ul>



ANTICIPATING AND MANAGING RISKS

# EVALUATING AND ADDRESSING THE CHALLENGES AND OPPORTUNITIES AHEAD.

## RISK GOVERNANCE

Prudential's risk governance structure serves as the basis for risk management activities, promoting transparency and enabling appropriate decision-making. It also provides a consistent approach to evaluating new initiatives, transactions and business strategies. We employ a common framework for identifying and evaluating risk across Prudential, developing the Company's risk appetite, and managing and reporting risks. A strong governance structure, managed by Risk Management and overseen by senior management and the Board of Directors, supports the integrity of outcomes and decisions taken and helps to ensure that the risk management framework remains intact despite any changes in personnel or leadership. Equally important is the risk governance structure's responsiveness to changing demands, which allows the Company to be agile in elevating issues and triggering change as needed.

Prudential uses a Three Lines of Defense model of risk management in which the businesses are the primary, or first line, responsible for understanding, assessing and taking steps to mitigate and manage risk. Each business has a risk governance structure and embedded risk team that is supported by a common framework at the enterprise level.

While having different roles, responsibilities and scope, Risk Management and Compliance together act as the second line, further strengthening Prudential's management of risk by providing advice, effective challenge, and oversight of management activities, and testing and assessing the effectiveness of first-line controls, as well as training, where applicable. Risk Management, led by the Chief Risk Officer, oversees risks under the guidance of the Executive Risk Committee and Enterprise Risk Management Council. Additionally, Risk Management works with Prudential's businesses and corporate centers to identify, monitor and manage risks that Prudential may face.

The Audit Department acts as the third line of defense through monitoring and testing with the aim that the other lines of defense are

well-designed and operating as intended. Internal Audit assesses whether the organization's governance, risk management, and control processes, as designed, implemented and monitored by management, are adequate and functioning.

Processes are optimized across Prudential's Three Lines of Defense to strengthen how risk management is performed across the Prudential enterprise, with the goal of increasing efficiency and enhancing the overall customer and employee experience, while continuing to fulfill the individual mandates of each of the three control functions.

## RISK IDENTIFICATION

Prudential relies on a combination of activities to identify and manage material risks. The Company conducts risk identification through several processes at the business unit, corporate, senior management and Board levels to provide a "top-down" and "bottom-up" view of risk.

Prudential works to develop a comprehensive understanding of the risks to its business, both financial and non-financial, and their interdependencies. A risk can have an impact at the product, business and enterprise levels, and these considerations and their range of outcomes through a variety of stresses are the focus of Risk Management as well as the enterprise.

The Risk Appetite Framework is essential in measuring, monitoring and mitigating the Company's financial risk exposures through various metrics and early warning indicators, and in promoting ongoing capital adequacy under stress events. Non-financial risks are identified, assessed and monitored either through the Operational Risk Management Framework or the Compliance Risk Management framework. Both programs serve to help enhance the Company's risk and control environment.

**For more information regarding the risks to our businesses, see our Form 10-K Risk Factors disclosure.**

## RISK MANAGEMENT

As a part of our broader risk management process, Prudential is focused on promoting sustainable business practices, which are integral to the Company's purpose. Our governance model and practices create the strong foundation required to fulfill long-term promises to customers. Prudential is currently refining capabilities that are designed to enhance its ability to manage non-financial risks across the short-, medium- and long-term horizons. In addition, Risk Management is integrating climate considerations into its routine assessment of non-financial risks, as these factors have been incorporated into the Company's risk taxonomy. In 2024, the Risk Management team focused on the construction of a quantitative climate risk framework using third-party climate data and proprietary tools to evaluate current and potential risks to our General Account portfolio in various climate scenarios. This analysis complements our existing and robust qualitative assessment of emerging climate risks. Risk Management supports the organization in working to follow established best practices for risk identification, analysis and disclosure.

**For a more in-depth overview of our approach to climate risks, please reference Prudential's Climate-related Risks and Opportunities Summary Report at [prudentialesg.com](https://www.prudentialesg.com).**



# WORKING WITH INTEGRITY HELPS EARN THE TRUST OF OUR STAKEHOLDERS.

## MAKING THE RIGHT CHOICES

Prudential has built our businesses on solid financial strength, integrity, talent, innovation, and the proven ability to stand behind the long-term promises that we make. Our brand depends on our ethical culture.

Prudential's business conduct globally is guided by Prudential's Code of Conduct, [Making the Right Choices](#), which is grounded in the Company's purpose, principles and values. These principles influence the selection of our businesses, our investments, the way we sell our products, the support we give to our communities, and the way we respond to a crisis. We are proud that our efforts earned us the honor of being recognized as one of the **World's Most Ethical Companies® in 2024 by Ethisphere® for the 10th consecutive year.**

Prudential's global Ethics and Compliance Program within our Compliance & Ethics Department ("Compliance Department") operates independently. It supports risk-based oversight of businesses and helps protect our customers. The Compliance Department works to promote a culture of ethical and compliant conduct, champion our strong speak-up culture, and foster compliance with policies, programs, and applicable legal and regulatory requirements. The Compliance Department annually assesses its ethics and compliance risks within the Company's Compliance Risk Management framework. It also periodically reviews the content and effectiveness of our Code of Conduct. In addition, the Company's Internal Audit Department conducts regular, risk-based audits to confirm compliance with ethics-related standards.

## GLOBAL BUSINESS ETHICS & INTEGRITY

Prudential's Global Business Ethics & Integrity (GBEI) team is the enterprise-wide function designed to support the Company—including all levels of management—in cultivating our culture of ethical conduct. By reinforcing our customer advocacy role, we endeavor to create a safe and positive environment for anyone to speak up and escalate issues.

### Program areas

GBEI strives to improve our program on an ongoing basis to evolve and adapt to our dynamic industry, partnering with Prudential's businesses and functions to support their strategic aspirations while enabling compliant and ethical growth. To augment its leadership for ethical conduct, key areas of the global Ethics and Compliance Program include:

- Uphold Prudential's Code of Conduct and reinforce expectations through a variety of employee engagements.
- Require ethics training for all new and current employees globally to understand the Code, policies, and reporting obligations.
- All new hires, including people managers, receive training on preventing workplace harassment and discrimination.
- Conduct annual ethics employee attestation with 99% completion rate in 2024, promoting our global commitment to Prudential's Code of Conduct.
- Provide "Pause-Think-Act" framework to guide ethical decision-making.
- Appoint Business Ethics Officers, who are embedded in each business and function and serve as formal ambassadors of the Ethics Program.
- Foster an environment where employees feel safe to raise ethical concerns, prohibiting retaliation against anyone for reporting in good faith reasonably suspected unethical or unlawful behaviors or practices, and anyone participating in an investigation.



- Provide multiple, confidential reporting channels, including a [24/7 Ethics Help Line](#), with anonymity options where permitted by law. All suspected violations of our Code or law, such as financial reporting concerns and corruption, may be reported.
- Establish appropriate grievance mechanisms and procedures to promptly and appropriately facilitate resolution of ethics concerns received through our reporting channels. Prudential thoroughly investigates misconduct reports with appropriate confidentiality and aims to prevent recurrence. Violations may result in disciplinary action, including termination, unless prohibited by law. The Company actively pursues and refers individuals who commit crimes for prosecution or to government agencies, as appropriate.
- Maintain global ethics data for analysis and trend identification.



ETHICS AND COMPLIANCE

Conflicts of Interest Programs

Prudential’s global Personal and Institutional Conflicts of Interest (COI) Programs emphasize transparency, disclosure and mitigation to manage enterprise risk. Employees, Directors and sales associates are required to disclose any activities, interests or affiliations that actually or potentially conflict with—or appear to conflict with—their objectivity or ability to make impartial business decisions, or that may jeopardize Prudential’s ability to conduct business. This may include personal investments, business dealings, personal relationships, political activities, involvement in certain crimes, family activities, or outside activities—such as second jobs or sitting on a board. Employees are required to complete a personal COI disclosure at the time of hire, as well as at various intervals throughout their employment. The COI Programs also require businesses and corporate functions to identify institutional conflicts of interest, apply appropriate mitigants, and review those conflicts annually.

2024 program highlights

During 2024, Prudential fostered strong global engagement to champion Prudential’s ethical culture throughout the year and included:

- Engagement materials focusing on reporting channels, our non-retaliation policy, identification and disclosure of conflicts of interest, and ethical sales practices.
- Meetings between GBEI and senior leaders/middle managers to reinforce the outsized influence people managers and teams have on individuals’ ethical decision-making and provide tactical ways for leaders to demonstrate ethical leadership.
- Prudential’s annual Ethical Leadership Conference, in which our CEO and General Counsel participated, which explored the power of ethical leadership and the importance of reporting and escalating concerns.
- Our annual Ethics Awareness Month, in which GBEI and Business Ethics Officers connected with employees—using a variety of activities and communications—to reinforce the obligations in our refreshed Code of Conduct and the importance of conducting business with integrity.
- Recognition of colleagues’ ethical behavior and actions through “You Rock!” awards and other recognitions.
- Publication of “True Cases” articles featuring anonymized real-life situations with reminders on Company policies and the consequences stemming from violations.

In addition to our annual employee engagement survey, in 2024, the Company also conducted a global ethics pulse survey to gain deeper knowledge of employees’ understanding of ethical obligations and related topics. Employee survey responses demonstrated trust and confirmed the value of our Company-wide approach to conducting business with integrity.



HUMAN RIGHTS

Prudential supports and respects the protection of internationally proclaimed human rights, and seeks to avoid the Company’s involvement in any abuse of human rights around the globe. Our procedures to prevent human rights violations are designed to be proportionate to the risks we face. We have instituted various enterprise-level policies and practices that seek to manage these risks, including our:

- **Human Rights Statement**, which outlines our enterprise commitment to human rights and covers employee responsibilities, practices regarding supply chains, and reporting obligations.
- **Anti-Human Trafficking/Anti-Slavery Policy**, which outlines our zero-tolerance policy prohibiting slavery or trafficking in persons, and trafficking-related activities.
- **Employee Code of Conduct**, which sets forth our commitment to doing business with the highest standards of ethics and integrity.
- **Supplier Code of Conduct**, which outlines our expectation of our supplier partners to demonstrate their ethical, humane, socially responsible and legally compliant business practices.
- **Equal Employment Opportunity Policy**, which specifies that we recruit, employ, promote and compensate employees, and offer them access to the benefits and privileges of employment, on the basis of their job-related qualifications, merit and competence.

SPOTLIGHT

PRUDENTIAL'S ARTIFICIAL INTELLIGENCE PRODUCT POLICY AND RESPONSIBLE AI EFFORTS

Prudential is working to leverage artificial intelligence (AI) to deliver value and gain efficiencies, aligning with our strategic goals to serve customers effectively, equitably and responsibly. Our approach integrates ethical considerations into AI development and procurement processes, enabling by design compliance with client contractual and regulatory requirements.

In 2024 Prudential established its Global Responsible AI Program, a risk-based program and framework for managing and mitigating risks associated with Artificial Intelligence Products (AIP) developed or procured for business and/or functional use. The framework preserves Prudential's empowered business model and core values, helping businesses and functions remain at the frontline of decisions to determine how and when to use AI to support top- and bottom-line growth through innovation and/or operational efficiency gains.

Prudential's AI Product Policy and Standard outlines leadership roles and responsibilities for promoting the responsible and lawful use of AIPs, which is governed by a Global AI Oversight Council. The Council sets and monitors Company strategy for governing AIPs in line with Policy and Standard. The Council is inherently structured as a cross-functional body of expertise, integrated into the Company's risk and compliance governance structure.



The Global Responsible AI Program has made significant progress since its 2024 inception, and is focused on:

- **Enabling Enterprise Global Policy Adoption:** Implementing standards for AI development, procurement and use.
- **Enhancing Visibility:** Increasing awareness and management of AIPs across the enterprise.
- **Control by Design Accelerator:** Defining a standard set of distilled control expectations aligned to industry frameworks.
- **Governance Automation:** Streamlining lifecycle processes for risk-based management of AIPs.
- **Fostering Trust:** Promoting ethical and responsible AI culture through transparent practices paralleled with training and awareness efforts for the employee base.
- **Bias and Discrimination Testing:** Establishing capabilities to identify and mitigate unfair biases and unlawful discrimination in Prudential AI Products.
- **Monitoring and Measurement:** Tracking enterprise adoption and use of AI.

The framework provides consistent visibility into AI use case development and procurement across U.S. businesses and corporate functions with global expansion planned.

Prudential strives to continue to innovate responsibly in AI, with the goal of aligning technological advancements with ethical principles to drive business value while promoting regulatory compliance, fostering a culture of transparency and accountability, and promoting client trust. As we move forward, our commitment to responsible AI remains central to our strategy.

Our policies and codes of conduct are supported by employee training, as well as due diligence practices and third-party monitoring, and representations from supply chain partners in line with our third-party risk management approach.

ETHICS AND COMPLIANCE

ANTI-MONEY LAUNDERING AND ANTI-BRIBERY/  
ANTI-CORRUPTION OVERSIGHT

Prudential is committed to comprehensive global anti-money laundering (AML), trade and economic sanctions, and anti-bribery and corruption compliance (ABC). Prudential has zero tolerance for behavior that engages in or otherwise facilitates financial crimes. The Company recognizes the importance of protecting the integrity of the global financial system from money laundering, terrorist financing, and other financial crimes. The Company works to comply with all applicable laws, regulations and governmental requirements that have been designed to prohibit and prevent both actual and potential money laundering, as well as other activities that facilitate money laundering, the funding of terrorists and/or other criminal activity, and corruption (including, for example, the U.S. Foreign Corrupt Practices Act and trade and economic sanctions programs administered by the Office of Foreign Assets Control).

Global policies and standards

Prudential has global policies that expressly prohibit, and establish enterprise minimum standards for managing risks associated with, money laundering, trade and economic sanctions, bribery and corruption. Prudential reviews and updates these policies to align with industry best practices as well as applicable global regulations. Our policies define bribery and corruption as:

- **Bribery** – usually involves giving or offering money, a gift, or something else of value in order to obtain or retain a commercial advantage or to induce or reward the recipient for acting improperly, or where it would be improper for the recipient to accept the benefit. Bribery can also take place where the offer or giving of a bribe is made by or through a third party, e.g., an agent, representative or intermediary. Both the giving and receiving of bribes are prohibited.
- **Corruption** – any activity that involves misusing a position of power for an improper personal or business advantage, whether in the public or private sector.

Training programs

Prudential developed and provides global financial crimes training (including on AML, sanctions and ABC) to Prudential employees, including management and executives. Employees are trained on these policies and enterprise minimum standards during the onboarding process, and periodic refresher training is also provided. In addition, business-level training is provided, which is customized to a business unit’s risks.

Lines of defense

The first-line business is responsible for enterprise compliance with Prudential’s financial crimes policies, procedures and processes. Prudential requires current and prospective clients and their transactions to be reviewed for potential money laundering and terrorist financing activities, including as part of applicable Know Your Customer and customer due diligence procedures. Prudential and its global businesses have implemented anti-money laundering programs in accordance with applicable laws and regulations. In the United States, covered financial institutions pursuant to the USA PATRIOT Act have policies and procedures to comply with the recordkeeping, reporting and audit requirements of the Act. Prudential also has processes in place to assess the financial crimes risk of third-party vendors/service providers and conduct-related due diligence of the third party.

The Global Financial Crimes Unit (GFCU) within Compliance partners with personnel across the Company to provide enterprise compliance oversight (including ongoing monitoring and testing of financial crimes controls), subject matter expertise, and a centralized escalation path for potential financial crimes risks requiring attention. The GFCU manages the development and ongoing maintenance of Prudential’s global financial crimes policies and minimum standards; identifies and provides risk mitigation strategies for possible emerging financial crimes and corruption risks across the Prudential enterprise; supports investigations into allegations of financial crimes under the direction of the Law Department; assists in due diligence for mergers and acquisitions; and escalates concerns or potential issues to senior leadership, which may include the Board of Directors as necessary.

CYBERSECURITY

# A SECURE ENVIRONMENT FOR BUSINESS OPERATIONS SUPPORTS OUR REPUTATION, INNOVATION AND GROWTH.

## RISK AND RESILIENCE PROGRAM

To respond to the threat of security breaches and cyberattacks, Prudential developed its externally benchmarked, risk-focused Information Risk and Resilience Program, overseen by the Chief Information Security Officer and the Information Security Office.

The program is global and designed to protect and preserve the confidentiality, integrity and continued availability of information owned by, or in the care of, the Company. As part of this program, Prudential maintains an incident response plan to coordinate the execution of responsibilities across corporate functions, governance groups, and businesses. The program establishes security standards for our technological resources and includes cybersecurity annual training for employees, contractors and third parties.

## READINESS TESTING

Additionally, Prudential conducts periodic exercises and response readiness assessments with third-party advisors to gain an independent assessment of our technical program and response preparedness.

We regularly engage with the outside security community and monitor cyber threat information. We continue to evaluate and evolve the technologies, processes, controls and intelligence to help prevent, detect and respond to cyber threats and attacks. Relevant cybersecurity controls related to financial reporting are considered by our external auditor in the context of Prudential’s annual external integrated audit.

Prudential partners with other companies and industries, as well as law enforcement, to communicate information about the latest cyber threats and to leverage threat modeling insights into its cybersecurity program. The Company regularly tests its technical defenses with internal and external trained professionals seeking to probe the Company’s cybersecurity defenses. Risk assessments are included in

the cybersecurity program. Prudential maintains cyber insurance coverage as part of the Company’s incident response preparedness.

Cross-functional teams participate in simulated scenarios within Prudential, while Company representatives participate in industry-wide external scenarios. New technology is regularly reviewed and implemented to help thwart attacks and prepare the Company to respond when needed.

TRAINING	FREQUENCY
Cybersecurity & Information Security	Annual
Privacy	Periodic

## PROACTIVE MONITORING

Prudential continues to invest in evolving cyber-threat hunting and analytics capabilities, proactively searching for and identifying evidence of malicious activity. This incorporates specific threat intelligence capability and external collaboration with peers, law enforcement and government. Additionally, Prudential continues to expand visibility into the protections and safeguards across third-party relationships and service providers supporting our critical business processes. In February 2024, Prudential disclosed the occurrence of a cybersecurity incident, however, it determined that the incident did not have a material impact on the Company. Further, in 2024, Prudential did not experience a third-party cybersecurity breach material to the Company.

**For more information on our Cybersecurity Risk Management and Strategy, and disclosure on material incidents, when applicable, read Prudential’s Form 10-K.**



PRIVACY

# A PRINCIPLES-BASED APPROACH TO BUILDING TRUST THROUGH RESPECTING AND PROTECTING PERSONAL INFORMATION.

## GLOBAL PRIVACY OFFICE

The Global Privacy Office, led by the Company’s Global Chief Privacy Officer, is responsible for establishing the Company’s global privacy compliance strategy to enable transparency and trust around Prudential’s use of personal information.

Prudential’s Global Privacy Policy and Standards reflect generally accepted privacy principles and govern how the Company collects, uses, transfers and discloses the use of personal information and management of privacy incidents. Data protection and privacy officers are identified by the businesses and corporate functions to oversee the privacy programs within their business units and establish controls and procedures to align with the Company’s Global Privacy Standards.

Prudential informs consumers, customers and employees about its privacy practices through several channels and works to honor individual rights and choices as required by applicable laws and regulations. We provide privacy notices to consumers, employees and customers consistent with legal requirements. These notices explain how the Company generally collects, uses, stores, transfers and safeguards personal information. Similarly, the Company’s online privacy statements outline how Prudential collects, uses and safeguards information that may be gathered through online interactions.

Processes to manage privacy incidents are designed to align with Prudential’s broader cyber incident response process and regulator expectations for notification. To support compliance with evolving global privacy laws, Prudential continues to review and adapt its privacy practices to meet regulatory obligations across consumer, customer and employee interactions.

Prudential remains dedicated to meeting its regulatory obligations and upholding strong data protection measures and to maintaining appropriate safeguards to protect personal information.

## RISKS AND CONTROLS

Privacy risks and controls are assessed through the Compliance Risk Management framework. Privacy impact assessments and other assessments are conducted regularly on processes, initiatives and products involving personal information. This includes assessing controls at third parties and processes leveraging complex technologies such as artificial intelligence. The Board and the Audit Committee receive updates at least annually regarding the privacy risk profile of the Company.



## EMPLOYEE TRAINING

All employees receive comprehensive privacy training to reinforce compliance and responsible data handling. In 2024, the Company enhanced its approach by standardizing privacy training across new hires and current employees.

To further strengthen Prudential’s privacy culture, the Global Privacy Office led several targeted training sessions throughout the year, including a Global Data Privacy Day, addressing emerging challenges and evolving regulatory requirements tailored to privacy and compliance partners.

**For more information, read Prudential’s Form 10-K and our Data Security Statement.**

POLITICAL ENGAGEMENT

# AN ACTIVE VOICE IN PUBLIC POLICY DECISIONS ENHANCES OUR ABILITY TO DELIVER ON OUR CORPORATE PURPOSE.

## EXTERNAL AFFAIRS

Prudential maintains a presence in the public policy arena in the United States and internationally to express its viewpoints to policymakers, legislators, regulators and thought leaders on key matters that impact how the Company meets its role in society.

Prudential's External Affairs strategy is reviewed annually by the Prudential Board of Directors and includes initiatives designed to:

- Maintain a leading presence in legislative and regulatory processes.
- Constructively and thoughtfully inform and advise on public policy issues that are important to the Company's success, including expanding access to a broader set of financial products and services to meet the growing demands and needs of society, and enabling more customer interactions to meet customer expectations for a digital-first experience.
- Support core businesses and future growth opportunities.
- Participate in several trade associations, industry groups, and other public policy forums representing the interests of insurance, retirement, and asset management.
- In the United States, sponsor Prudential's Political Action Committees (PACs) to provide a voice for the Company on advocacy issues relevant to business strategy and growth.

## OUR POLITICAL ACTIVITY

Prudential's Political Action Committees continue to be guided by a framework to evaluate candidates that aims to align PAC contributions with the Company's purpose, vision and values.

Prudential's Political Activities and Contributions Annual Report provides detailed information on Prudential's sponsored political contributions and annual association dues, assessments, and contributions to trade associations exceeding \$10,000. All employees are permitted to engage in political activities to the extent permitted by law, provided they do so as individuals and not as representatives of the Company. Certain personal political contributions of employees and family members are prohibited or restricted under Company policy to comply with federal, state and local "pay-to-play" laws pertaining to contributions by vendors to the public sector. Prudential prohibits individual political contributions for the purpose of influencing or attempting to influence the awarding of business to the Company. The Company also maintains related policies that direct and govern all lobbying activity on behalf of Prudential.

**The 2024 CPA-Zicklin Index of Corporate Political Disclosure and Accountability ranked Prudential as a Trendsetter company, the highest distinction. This is the seventh consecutive year Prudential has been recognized for its disclosure, accountability, and political spending oversight.**





SOURCING AND PROCUREMENT

# ENHANCING THE SUSTAINABILITY OF OUR VALUE CHAIN.

## SUPPLIER CODE OF BUSINESS ETHICS

We expect our suppliers to demonstrate their commitment to ethical, humane, socially responsible, and legally compliant business practices. Prudential’s [Supplier Code of Conduct and Terms of Engagement](#) includes our Human Rights and Fair Labor Practices expectations, contact information to address Supplier Code questions, and guidance on reporting concerns anonymously. Our goal is to work with suppliers who act consistently with our principles and values.

Additionally, Prudential’s enterprise-wide Third-Party Agreements and Governance Program assesses and manages risk when engaging and hiring third parties. Prior to finalizing third-party contractual agreements, the program addresses security aspects, including data confidentiality, privacy, and records and information management.

## INCLUSIVE AND SUSTAINABLE SOURCING PROGRAM

Prudential strives to provide opportunity for all suppliers to compete for our business. We value the potential and realized benefits that an inclusive and sustainable supplier base provides, including:

- Enhanced innovation and improved efficiency.
- Expanded pool of talent, capabilities and perspectives.
- Access to new customer segments and markets.
- Savings from decreased material, energy and resource costs.
- Strengthened supplier and customer relationships.
- Support of our core values of being worthy of trust, staying customer focused, respecting each other, and winning with integrity.
- Stronger communities and ecosystems where we live and work by generating maximum stakeholder impact.

In addition, we expect our suppliers to share our commitment to profitable and sustainable growth. **Learn more about our sustainable supply chain engagement program in the “Reducing Our Emissions” section of this report.**

## MAKING A LOCAL IMPACT IN NEW JERSEY

Our international supplier base helps Prudential become a positive economic growth engine in the communities where we operate. In the state of New Jersey and our hometown of Newark, we support opportunities for Small Business Enterprises and local (Newark-based) firms. Some key metrics conveying our local economic impact in 2024 include:

- Contributed \$117 million to New Jersey’s GDP through purchases from the state’s local and small businesses, supported 1,162 jobs, generated \$105.3 million in wages through supported jobs, and contributed \$37.4 million to federal, state and local taxes.
- Contributed \$12 million to Newark’s GDP through purchases from the city’s local and small businesses, supported 109 jobs, generated \$8.3 million in wages through supported jobs, and contributed \$3.2 million to federal, state and local taxes.
- One of eight firms included in the NJ CEO Council, a consortium of New Jersey’s largest companies pledging to provide jobs and economic opportunity to more than 30,000 New Jersey residents by 2030, and spend an additional \$250 million on procurement with state-based companies by 2025.
- Committed to Newark’s BuyLocal building on long-standing work with Newark-based companies as well as partnerships with the Newark Anchor Collaborative and U3 Advisors.

# INVESTING SUSTAINABLY

Asset ownership and asset management approaches designed to exceed the highest expectations of our customers.

- › General Account
- › Impact and Responsible Investing Portfolio
- › PGIM



GENERAL ACCOUNT

# PROTECTING THE COMPANY’S INVESTED CAPITAL WITH A FOCUS ON LONG-TERM PERFORMANCE.

## GENERAL ACCOUNT INVESTMENT PORTFOLIO

The General Account holds the assets that support Prudential’s policyholder claims and benefits. The Chief Investment Office, representing the General Account, is responsible for directing our asset managers to make investments that support our policyholder obligations while managing associated risks.

Prudential’s approach to ESG integration and responsible investment in the General Account is governed by the [Chief Investment Office’s Responsible Investing Policy](#), first published in November 2021 and most recently updated in October 2023. This policy supports the consistent integration of risk assessment in General Account investment decisions.

## NON-FINANCIAL RISK MANAGEMENT

Prudential maintains disciplined asset liability management that requires constructing high-quality investment portfolios comprising assets that support the liability profile of the Company’s products and obligations. As part of this, the Chief Investment Office takes a comprehensive, long-term approach to risk assessment and value creation when making investment decisions for the General Account. This includes the evaluation of financial and non-financial factors, including material ESG factors, that may materially impact investment performance across each asset class in which the Chief Investment Office invests, and the incorporation of emerging financial and non-financial risk factors into investment decisions where reliable data exist.

To track progress on non-financial risk integration, the General Account utilizes an internal framework to help standardize the assessment of these factors across a multi-asset class portfolio. This framework allows us to identify, track and monitor these risks, including material ESG risks, over time to understand their potential impact on long-term portfolio returns. This framework now covers 80% of General Account assets under management in 2024, up from 72% in 2020.

## CLIMATE RISK ASSESSMENT

Prudential acknowledges climate change as a material financial risk factor in certain investments requiring prudent portfolio management. The General Account assesses its Scope 3 financed emissions, where quality data exist, to help understand and evaluate climate risk exposure, including energy transition risks given our long-term liabilities.

Prudential believes it is prudent portfolio risk management to assess climate risk and update its views and methodologies as data consistency improves and standards evolve. As part of this, the General Account continues to evaluate and manage the investment opportunities and challenges climate change presents.

**For more details on our approach to climate risks, please reference Prudential’s Climate-related Risks and Opportunities Summary Report at [prudentialesg.com](#).**

## PRUDENTIAL GREEN BOND REPORT

In March 2020, Prudential issued a green bond. Consistent with our Green Bond Framework, please reference our [2025 Green Bond Report](#) for highlights on the allocation of proceeds, environmental performance and project examples.



GENERAL ACCOUNT



SUSTAINABLE INVESTMENT

The Chief Investment Office makes investment decisions based on a long-term view of returns, portfolio construction and risk mitigation. As part of this, the Chief Investment Office makes sustainable investments that achieve market financial returns, protect against long-term secular trends, and reduce portfolio risk exposure. The General Account holds \$39.6 billion<sup>1</sup> of sustainable investments. As a subset of the General Account’s \$417.6 billion portfolio, sustainable investments include:

- Externally validated debt instruments such as green bonds.
- Green Infrastructure and real estate investments including renewable energy and green buildings.
- Social value investments including affordable housing.

Sustainable investments increased from **6.9%** in 2020 to **9.5%** of General Account AUM in 2024<sup>1</sup> due to origination growth. Sustainable investment origination totaled **\$3.3 billion** in 2024.<sup>1</sup>

CASE STUDIES

Our General Account seeks long-term, stable returns through strategic investments in growing sectors like renewable energy and essential infrastructure, as illustrated by these examples:

Growth opportunities in green investment

Prudential invested \$691 million in renewable power projects in 2024, bringing total new investment in renewable energy to \$2.35 billion since 2020. These 2024 investments included project financing for wind, solar, energy storage, and geothermal. Additionally, we expanded into the Commercial Property Assessed Clean Energy (C-PACE) sector. C-PACE financing supports property improvements focused on energy efficiency, climate resiliency, water conservation, and renewable energy. These long duration loans fund both renovation and new construction projects across commercial property types. In 2024, our General Account committed to purchase up to \$100 million in C-PACE loans with a leading manager of C-PACE lending. Eligible financing includes projects such as solar energy, battery storage, high-efficiency lighting, automated building controls, and HVAC systems.

Essential public infrastructure financing

Prudential’s municipal bond investments have financed, or refinanced, over \$2 billion in education-related enterprises, over \$2.6 billion in healthcare-related enterprises, and over \$400 million of investments in water and sewer infrastructure. In 2024, we expanded our social impact through a \$53 million investment in revenue bonds issued by the Maryland Economic Development Corporation for Prince George’s County Public Schools (PGCPS), Maryland’s second-largest school system. This financing will support construction of eight new schools and enable renovation of more than 30 additional schools over the next decade. The financing aligns with the International Capital Markets Association (ICMA) Social Bond Principals by enhancing educational access and socioeconomic opportunities for students from diverse and often disadvantaged backgrounds.

FOOTNOTE

<sup>1</sup> As of December 31, 2024.



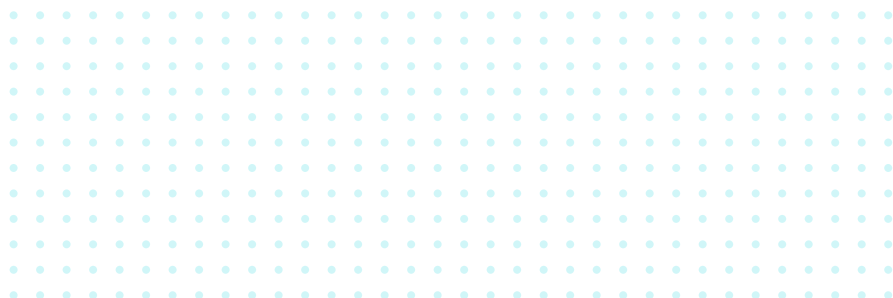
IMPACT AND RESPONSIBLE INVESTING PORTFOLIO

# NEXT GENERATION INVESTING: DRIVING CHANGE WHILE GENERATING A RISK-ADJUSTED RETURN.

## IMPACT AND RESPONSIBLE INVESTING PORTFOLIO

The Impact and Responsible Investing (IRI) group was formed in 1976 to support innovative solutions that drive economic and social advancement and foster a more resilient world—while generating an appropriate risk-adjusted return. From the time of its creation, the unit has invested over \$3 billion (on a cumulative basis) on behalf of Prudential’s General Account and The Prudential Foundation. Since its integration into PGIM Real Estate, the team has been focused on deploying capital into next generation real estate and energy independence investment opportunities.

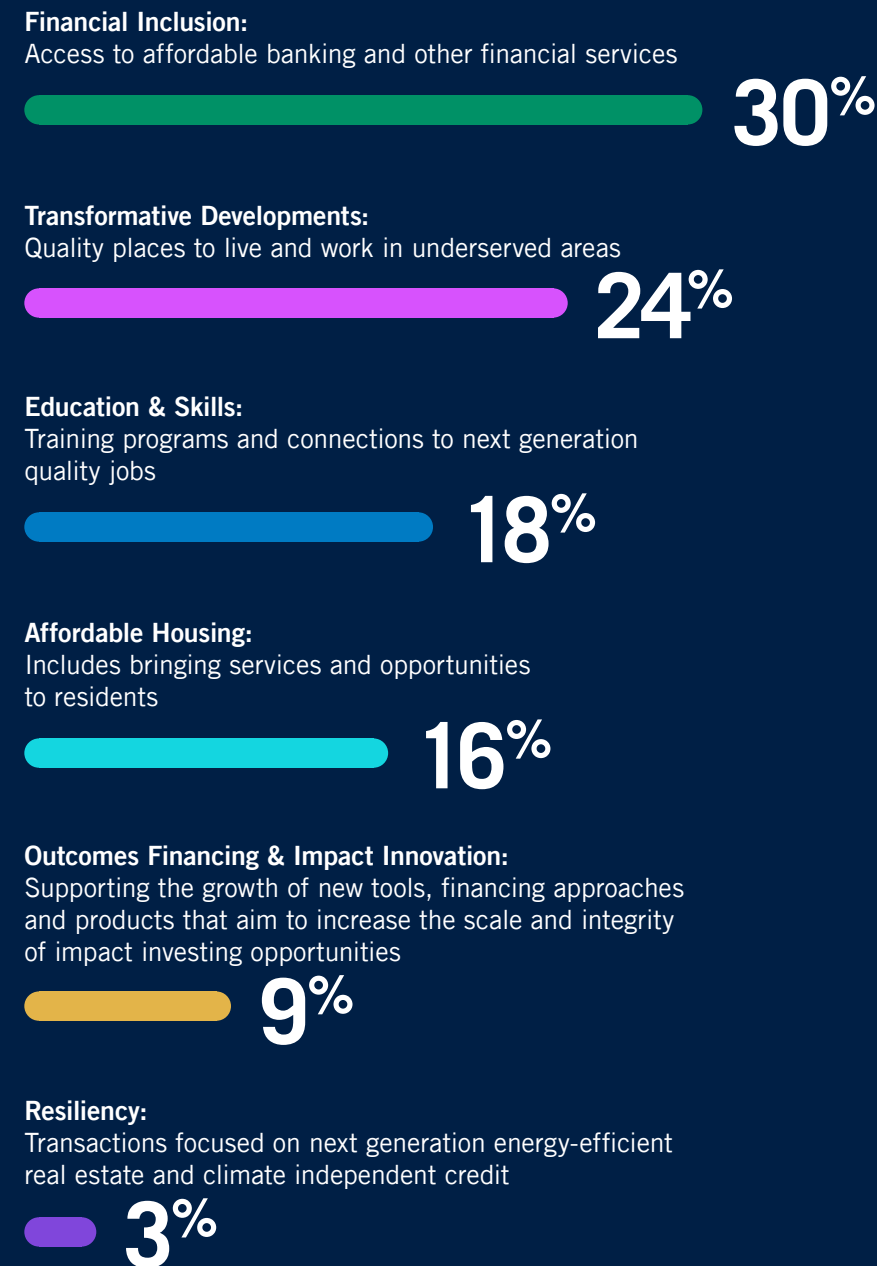
As of December 2024, the IRI portfolio included \$1 billion in active investments in partners and projects that help tackle pressing societal issues, such as financial inclusion, affordable housing, education, resiliency and preparing workers for jobs of the future. Financial returns across most portfolio asset classes have been strong and, in many cases, have outperformed benchmarks.



## 2024 HIGHLIGHTS

- **Committed \$30 million in General Account capital** to the first commercial fund to be launched from the Sustainable Investing platform at PGIM Real Estate. The fund seeks to address the imbalance between U.S. domestic affordable housing supply and demand. In addition to increasing the supply of housing in challenged markets, the fund also aims to implement eviction reduction strategies, provide appropriate residential services to protect housing stability, and preserve affordability through responsible property dispositions. The fund plans to purchase controlling joint venture interests in real estate projects with local developers and sponsors within the 20 largest domestic metropolitan statistical areas.
- **Committed to purchase \$10 million/year of New Jersey state tax credits via the Aspire Tax Credit program** in support of the New Jersey Performing Arts Center’s (NJPAC) transformative redevelopment of its 12-acre campus. The project consists of two components: (1) Artside, 268 market-rate units and 67 units restricted to tenants earning less than 60% of Area Median Income (AMI), 10,000 square feet of ground floor retail space and 12,000 square feet of commercial space for the new headquarters of New Jersey public radio station WBGO, and (2) the Cooperman Center, a 53,000-square-foot arts education facility with a studio theater, classrooms, reading room, offices and rehearsal studios.
- **Successfully concluded long-standing loan to the UNICEF Bridge Fund**, in which Prudential played an active role as an anchor investor at inception back in 2011. The Bridge Fund provides working capital to UNICEF, enabling quick responses to crises by bridging timing gaps due to financial policy limitations. Prudential expanded its commitment from \$7.5 million to \$26 million over the years, including financing for UNICEF’s Ebola response in 2014. The organization fully repaid all outstanding debt in 2024.
- **In 2019, IRI provided \$5 million in debt capital to the Off-Grid Energy Access Fund**, FEI OGEF LP, a debt fund that finances African companies bringing affordable solar energy to communities living off the grid. The fund successfully repaid the loan in 2024.

## PORTFOLIO BREAKDOWN



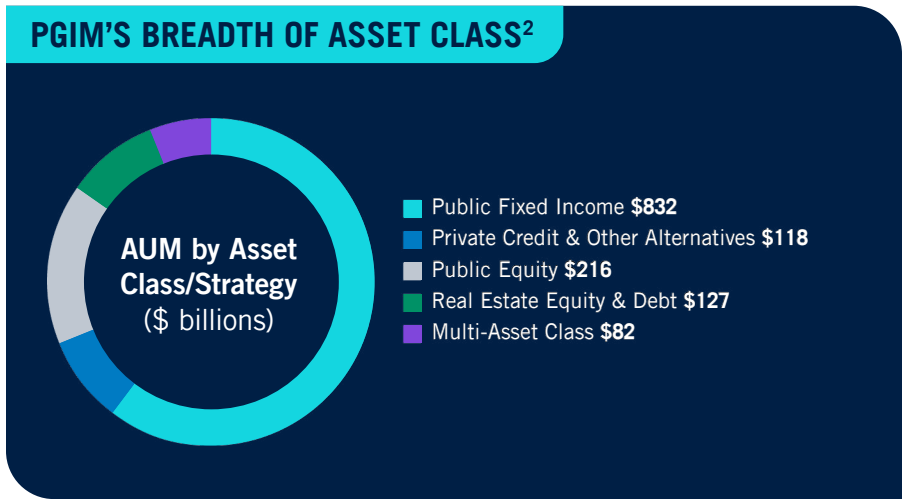
# BESPOKE APPROACHES TO HELPING CLIENTS ACHIEVE THEIR OBJECTIVES.

## OUR BUSINESS

PGIM is the global asset management business of Prudential Financial, Inc., managing **\$1.38 trillion** of assets under management (AUM) as of December 31, 2024.<sup>1</sup> It offers active management and client-focused advisory services across public and private asset classes including fixed income, equities, real estate, private credit, and other alternatives.

With 41 offices in 19 countries and 1,450+ investment professionals, PGIM provides investment capabilities to three primary client groups:

- Prudential's General Account
- Institutional investors
- Retail investors



## PGIM ESG GOVERNANCE

PGIM's President and CEO is the most senior governance and decision-making authority for ESG business matters at PGIM and is advised by its executive leadership team, which comprises business and functional leaders across PGIM. The team informs, advises and gathers feedback from across the business. PGIM's Global Head of ESG, who chairs the PGIM ESG Council, provides regular updates on ESG and climate-related matters to PGIM's President and CEO and PGIM's executive leadership team.<sup>3</sup>

## PGIM ESG COUNCIL

The PGIM ESG Council's mission is to steward the overarching vision for and collaboration on ESG across PGIM. The Council actively guides and supports PGIM's efforts to navigate the evolving ESG/ sustainability landscape to further the development of industry-leading ESG capabilities, products and solutions across PGIM to help enable our clients to reach their investment objectives.

As of 2024, each PGIM asset manager maintains its own ESG governance structure, with implementation of ESG investment strategy as appropriate for its particular asset class.



## FOOTNOTES

<sup>1</sup> See <https://www.pgim.com/overview> for additional details on PGIM.

<sup>2</sup> Assets under management (AUM) are based on Company estimates and are subject to change. PGIM sourced data as of December 31, 2024 (unless otherwise noted). AUM may not sum due to rounding and double counting. See Prudential Financial, Inc. Annual Report 2024. Available at: <https://www.investor.prudential.com/financials/sec-filings/default.aspx>.

<sup>3</sup> As of December 31, 2024.

HOW WE APPROACH ESG AT PGIM

PGIM’s ESG philosophy and approach is client-centric. It is designed to be aligned with the investment beliefs of PGIM’s respective asset managers, the fiduciary responsibilities owed to clients, and PGIM’s high-level strategy to broaden investment capabilities while seeking attractive risk-adjusted returns for its clients.

PGIM views ESG as an investment tool which can be used to serve different purposes, from managing investment risk and identifying investment opportunities to helping clients invest in line with their values, views and preferences or achieve positive real-world impact.

ESG IMPLEMENTATION AT PGIM

PGIM’s asset managers apply PGIM’s common ESG philosophy while leveraging their asset class expertise to develop a tailored approach to ESG. These include analytical frameworks, assessment tools, implementation approaches, and customized ESG solutions optimized for their respective asset classes.

Analysis of ESG investment risks and opportunities

PGIM’s asset managers research and analyze the economic materiality of ESG factors for their investments with a primary objective of generating strong risk-adjusted returns for clients. As fiduciaries, we make informed investment decisions by considering a broad range of investment factors, which may include, but are not limited to, ESG issues.


Economically material ESG risks and opportunities may impact our investment processes in different ways. For example, they may affect investment theses, internal ratings/scores, relative value assessments, asset-level risk assessments, and portfolio weightings, as appropriate for each asset manager and their respective investment processes. Analysis of the financial implications of ESG factors are only one component of the investment process. As such, investment decisions are not based solely on these considerations, as other factors may be deemed to be more financially material and to outweigh financial considerations arising from ESG factors.

FOOTNOTE

<sup>1</sup> PGIM ESG AUM internal data as of December 31, 2024. AUM totals may not sum due to rounding and double counting.

PGIM’S TWO-PILLAR APPROACH TO ESG/SUSTAINABILITY

Consideration of Economically Material ESG Factors



Integration of economically material ESG factors into investment process:

- Using ESG analysis to manage investment risk and identify attractive investment opportunities

Implementation

- Embedded in the core investment process, with economically material ESG factors incorporated into data collection, investment analysis and due diligence.
- Approach varies by asset class and may involve fundamental and quantitative research, real estate, private equity and debt teams who are supported by ESG teams.
- Reflects unique features of respective asset classes, investment platforms and investment processes.

ESG/Sustainability Solutions

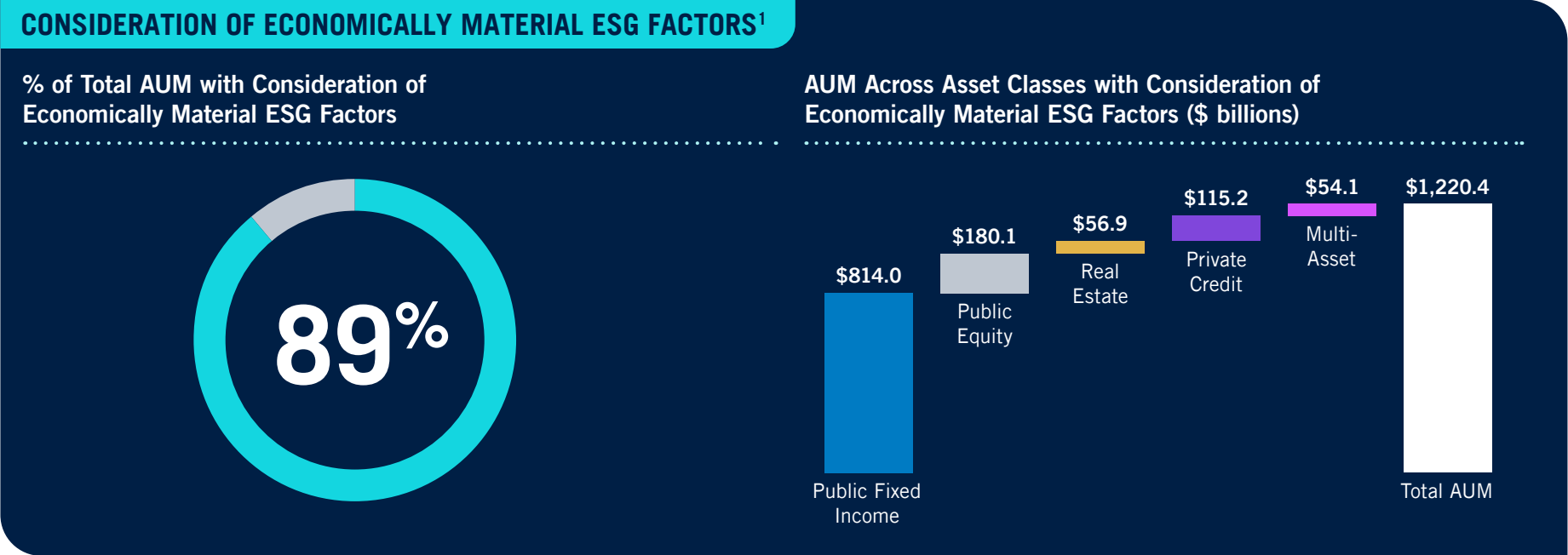


ESG/sustainability solutions and strategies based on client objectives:

- Using an ESG lens to invest in line with clients’ values, environmental and/or social preferences, or real-world impact objectives based on client choices

Implementation

- Applied where appropriate at the investment strategy, mandate or product level to help clients achieve their pre-defined ESG/ sustainability goals or impact objectives.
- Client-driven and implemented by investment and ESG teams using a range of capabilities and tools (e.g., screening, analytical frameworks, research and assessment methodologies, investment products, etc.).
- Reflects unique features of respective asset classes, investment platforms and investment processes.



CLIMATE STRATEGY & GOVERNANCE FOR THE ASSETS WE MANAGE

PGIM’s asset managers take a proactive approach to understanding and responding to material investment considerations arising from environmental, social and governance factors—and this includes climate-related factors. As fiduciaries, we make informed investment decisions by considering a broad range of investment factors, which may include, but are not limited to, ESG issues.

At PGIM, we are committed to supporting our clients by addressing climate-related risks, capturing climate-related opportunities and/or meeting clients’ specific decarbonization goals. We take a long-term perspective and undertake a robust investment process to analyze the risks and opportunities of market, regulatory and technology shifts driven by climate change, as well as more frequent and severe physical impacts on economies, assets and livelihoods.

HELPING OUR CLIENTS ACHIEVE THEIR ESG AND SUSTAINABILITY OBJECTIVES

For those clients who are interested in investment strategies and products that exhibit certain ESG/sustainability features or explicitly mandate

us to pursue ESG/sustainability objectives alongside financial returns objectives, PGIM has developed a range of carefully designed strategies and a variety of tools, analytical frameworks, research and assessment methodologies to help implement those clients’ chosen ESG/sustainability preferences or objectives.

Respective approaches to facilitating client-specific sustainability-related goals differ among PGIM asset managers and asset classes. Some, but not all, of our asset managers have developed dedicated products and solutions to allow clients to express specific ESG views and preferences. These objectives may include specific environmental goals (such as portfolio alignment with the Paris Agreement) or social goals (such as supply of affordable housing), or clients may wish to align their investments with their values or preferences (e.g., respect for human rights or non-investment in tobacco).

Examples of the frameworks, assessment methodologies and product capabilities throughout 2024 include:

- **PGIM Fixed Income** enhanced its Sovereign ESG Impact Ratings framework to recognize the distinct challenges of assessing ESG in the sovereign asset class and better capture the nuances and complexities of the asset class that the market often overlooks.

- **Jennison Associates’** deep fundamental research allowed them to identify attractive investment opportunities that align with certain mega-trends or themes. As an example of thematic focus, Jennison offers a strategy that targets innovative growth companies that are addressing pressing global challenges as identified by specific UN Sustainable Development Goals.
- **PGIM Quantitative Solutions** leveraged its quantitative research and modeling expertise to offer a strategy for clients seeking to discern the impact companies have on the environment and society by evaluating whether insights about a company’s products/services are in alignment with the UN Sustainable Development Goals.
- **PGIM Real Estate** has over two decades of leadership in affordable housing, and has provided \$24 billion in agency financing.<sup>2</sup>

INDUSTRY ENGAGEMENT

PGIM benefits from, and contributes to, a breadth of international expertise and collaboration on ESG investing, as members or supporters of:

- The Council of Institutional Investors (CII)
- International Corporate Governance Network (ICGN)
- Institutional Investors Group on Climate Change (IIGCC)
- IFRS (International Financial Reporting Standards) Sustainability Alliance, and SASB (Sustainability Accounting Standards Board) Standards
- Additionally, PGIM is a Research Funding Partner of the Transition Pathway Initiative (TPI)

For more information on PGIM’s approach to ESG, visit [pgim.com](https://pgim.com).

PGIM ESG AUM by ESG/Sustainability Characteristics<sup>1</sup>



FOOTNOTES

<sup>1</sup> PGIM ESG AUM internal data as of December 31, 2024. AUM rounded up or down to nearest \$billion. AUM totals may not sum due to rounding and double counting. The categories listed are not mutually exclusive and AUM may therefore be included in more than one category. This AUM includes investment products or mandates that have additional ESG/sustainability features specified in the IMA or fund documentation. These features are binding and play a determinative role in defining the investable universe, portfolio construction or investment selection process.

<sup>2</sup> As of December 31, 2024. Includes all affordable lending since 2001, and mission-driven lending since 2020.

# ENVIRONMENTAL STEWARDSHIP

Investing in the talent and systems needed to reduce our operational emissions, strengthen our resiliency, and engage our stakeholders on relevant sustainability issues.

- Climate Oversight
- Reducing Our Emissions
- Emissions Methodology and Data



CLIMATE OVERSIGHT

# ENGAGED MANAGEMENT OF OUR CLIMATE RISKS AND OPPORTUNITIES.

## PRUDENTIAL’S BOARD OF DIRECTORS

Environmental stewardship, which includes Prudential’s climate practices, is overseen by the Board’s Corporate Governance and Business Ethics Committee. The full Board receives reports from its committees on sustainability-related risks and opportunities, which allow Directors to contemplate these considerations when reviewing business decisions and strategic plans.

## EXECUTIVE SUSTAINABILITY COMMITTEE

The Company’s Executive Sustainability Committee, comprising relevant senior leaders, oversees the Company’s sustainability approach, including environmental stewardship and climate initiatives. In 2024, the Committee was co-chaired by Prudential’s Vice Chairman and by its Executive Vice President, General Counsel & Head of Corporate Affairs. This group is an evolution of the Climate Change Steering Council, broadening its scope to oversight and decision-making for key sustainability topics including, but not limited to, climate initiatives.

## CLIMATE CHANGE TASK FORCE

Prudential’s Climate Change Task Force drives the development of analyses, policies and practices that underpin Prudential’s climate change approach. The Task Force is responsible for advancing progress on discussion topics and escalating insights and recommendations when appropriate to the Executive Sustainability Committee. Prudential’s Climate Change Task Force consists of representatives from multiple businesses and functional areas and is led by the Sustainability Office.

## SUSTAINABILITY OFFICE

The Sustainability Office facilitates close collaboration between Prudential’s businesses and functions to help strengthen processes that deliver measurable results. It leads sustainability reporting, oversees progress toward sustainability ambitions, and partners with those leading sustainability in Prudential’s international offices and within PGIM. The Vice President, Sustainability, within the Sustainability Office, is responsible for convening the Climate Change Task Force and Executive Sustainability Committee.

## GROUP SUSTAINABILITY COMMITTEE IN JAPAN

In July 2023, the Prudential Group in Japan established a Group Sustainability Committee led by the Group’s Chief Operating Officer and supported by the Group Sustainability Management Office. The committee brings together the relevant Senior Officers, the CEOs of the three companies within the Group, and relevant departments. The committee’s work is supported by three task force units dedicated to: climate change, human rights, and disclosures. Committee members meet at least quarterly and present to the Group Board as needed.

## SUSTAINABILITY COMMITTEE IN BRAZIL

In April 2023, Prudential of Brazil created a multidisciplinary Sustainability Committee sponsored by People and Organization Development, External Affairs, Legal, Operations, Finance, Risk and Compliance. The committee’s focus is on compliance with sustainability disclosure requirements proposed by the Brazilian Insurance Regulator SUSEP. In 2024, the committee supported initiatives including climate change discussions, support for a Sustainability Policy, reviewing Sustainability Report content, and the integration of ESG criteria into the Internal Control System and Risk Management structure.

## PGIM ESG COUNCIL

Each of PGIM’s asset managers is responsible for their own ESG/ sustainability approach and product capabilities; however, the businesses collaborate and align their approaches, to the extent feasible by their asset class, through the PGIM ESG Council. **For more information, see the “PGIM” section of this report.**

## PRUDENTIAL’S SUSTAINABILITY DISCLOSURES

Visit [prudentialesg.com](https://prudentialesg.com) to find Prudential’s additional sustainability disclosures including our “Climate-related Risks and Opportunities Summary Report” detailing how Prudential is improving our long-term business resilience in the face of a changing climate by managing our climate risks and opportunities.



REDUCING OUR EMISSIONS

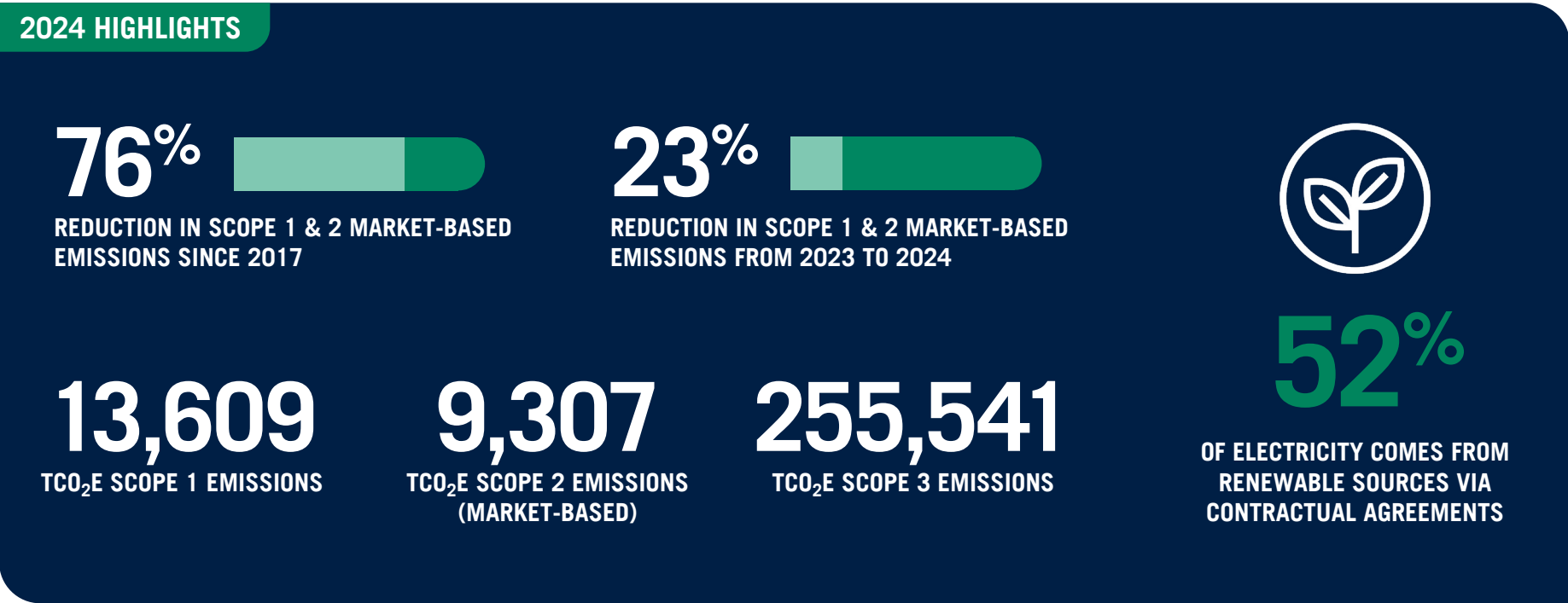
# STRENGTHENING OUR RESILIENCY BY MANAGING OUR EMISSIONS.

## PRUDENTIAL'S EMISSIONS REDUCTIONS

Prudential reports greenhouse gas (GHG) emissions for a limited set of core corporate properties, data centers, and garages in the United States, Japan and Brazil, our three largest markets by revenue contribution and employee count. These core facilities, representing a subset of our total enterprise emissions, were chosen based on a combination of factors such as direct facility management oversight, significant square footage, and headcount. Due to our prioritization of properties over which we had the greatest control, the emissions reported are currently not inclusive of Prudential Financial's total operational emissions footprint. Efforts are

underway to expand our reporting boundary. We expect to report our emissions using the updated boundary in our 2025 Sustainability Report, as part of our sustainability disclosures covering the 2025 calendar year activities. **Please see the “Emissions Methodology and Data” section of this report for additional methodology details.**

In 2021, Prudential set a partial Scope 1 & 2 emissions reduction target to be net zero by 2050, limited to these core properties, with interim targets to reduce GHG emissions 55% by 2030 and 97% by 2040.<sup>1</sup>



REDUCING OUR EMISSIONS

ELECTRIC VEHICLE CHARGING INFRASTRUCTURE TO SUPPORT OUR EMPLOYEES

In 2024, we expanded our Newark Campus EV charging capacity to 170 stations by installing 75 new units. Employees can charge their vehicles at no cost, supporting our focus on reducing commuting emissions.

PLANS FOR FUTURE OPERATIONAL EMISSIONS REDUCTIONS

Going forward, Prudential plans to further reduce our Scope 1 & 2 emissions from our reported facilities while also reducing our long-term costs by decreasing our home office portfolio, consolidating our physical square footage to better reflect our business needs, investing in energy-efficient capital improvements for owned properties, purchasing renewable energy for occupied properties, investing in electric shuttles, and using carbon removal strategies to offset the remaining carbon footprint.

SCOPE 3 OPERATIONAL EMISSIONS

Our Scope 3 operational emissions data varies by geographic coverage across categories:

- **Category 1** – Purchased goods and services: U.S. operations only
- **Category 3** – Fuel and energy-related activities (FERA): Limited to facilities in our emissions reduction target
- **Category 5** – Waste generated in operations: Limited to facilities in our emissions reduction target
- **Category 6** – Business travel: U.S., Japan and Brazil (combination of actuals and spend data from commercial air transport, intercity rail, employee mileage reimbursements, public transit, rental cars and hotel stays)
- **Category 7** – Employee commuting and work-from-home: U.S., Japan and Brazil

In 2024, our total Scope 3 operational emissions decreased to 255,541 tCO<sub>2</sub>e compared to 410,100 tCO<sub>2</sub>e in 2023 mainly due to cost savings initiatives and updates to the Comprehensive Environmental Data Archive (CEDA), the most comprehensive and up-to-date emissions database we use to calculate our emissions data. **Please see Table 5 “Prudential’s Operational Scope 3 Greenhouse Gas Emissions” for a breakdown of Scope 3 emissions by Category with Scope 3 data for prior years.**

LOOKING AHEAD: EVOLVING SCOPE 3 EMISSIONS REPORTING

Prudential is continuing to enhance our Scope 3 emissions reporting through improved data coverage and refined accounting methodologies. We aim to expand reporting to additional relevant Scope 3 categories while increasing completeness in the categories currently reported in future reports.

We recognize that Category 15: Financed Emissions represents a significant portion of Scope 3 emissions in financial services. Plans are underway to include these emissions in future reports. **For information on how non-financial factors, including material ESG factors, are applied in our General Account investments, see the “General Account” section within the “Investing Sustainably” section of this report.**

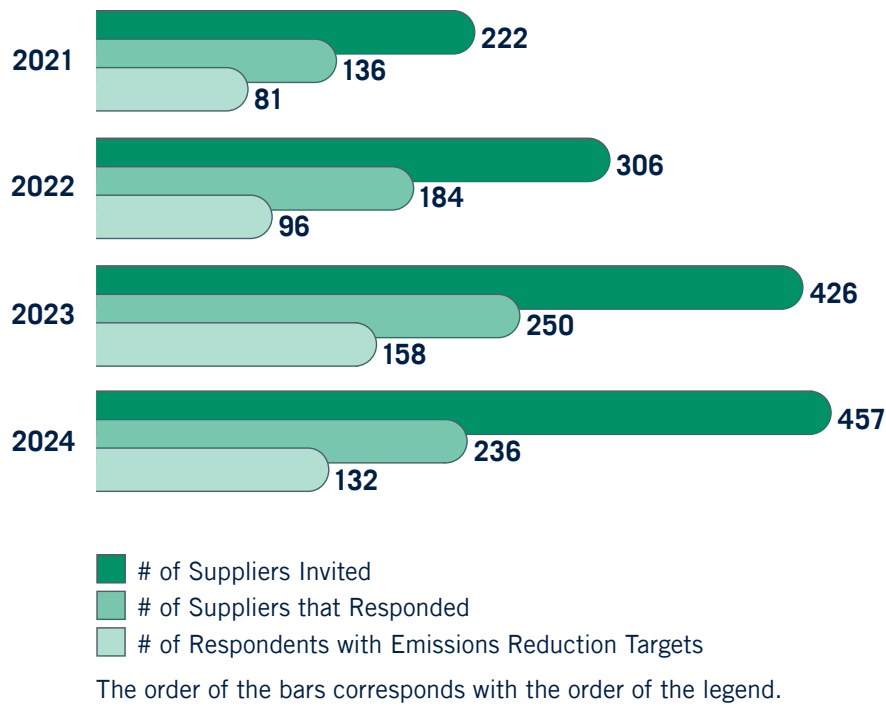
SUPPLY CHAIN ENGAGEMENT

Prudential has been a CDP Supply Chain member since 2020, demonstrating one of the ways we are advancing our environmental transparency and monitoring our progress toward a sustainable future. CDP Supply Chain membership helps us engage our suppliers, pinpoint risks, and identify opportunities. In 2024, Prudential achieved a “B” Supplier Engagement Assessment from CDP.

In 2024, we continued our engagement efforts and invited domestic and international suppliers to respond, including those from the following countries: Australia, Brazil, France, Germany, Hong Kong, India, Japan, Luxembourg, Singapore, and the United Kingdom. We invited 31 new companies<sup>1</sup> to complete the CDP Supply Chain Survey.

In 2025 we plan to revise our supplier engagement strategy to enhance our Scope 3 Category 1 emissions reporting.

Prudential’s CDP Supply Chain Survey Engagement



**FOOTNOTE**  
<sup>1</sup> Suppliers are invited to respond to the CDP survey based on Prudential’s material spend with the supplier.

# TRACKING OUR EMISSIONS TO ACCELERATE PROGRESS AND UNLOCK EFFICIENCIES.

## EMISSIONS CALCULATIONS METHODOLOGY AND INVENTORY MANAGEMENT PLAN

Prudential reports greenhouse gas (GHG) emissions from a set of core corporate office properties, data centers, and garages in the United States, Japan and Brazil, which are our three largest markets by revenue contribution and employee count. These facilities, representing a subset of our total enterprise emissions, were chosen based on a combination of factors such as direct facility management oversight (distinct from the GHG Protocol definition of operational control), significant square footage, and headcount. The emissions reported are currently not inclusive of Prudential Financial’s total operational emissions footprint. The facilities included in this definition have changed over time due to changes in our business strategy and office space requirements. **Year-over-year changes in these facilities are reflected in “Table 3 – Size and Count of Reported Facilities.”**

Prudential maintains an internal Inventory Management Plan (IMP) that records institutional, managerial and technical procedures and processes used annually to collect and manage GHG data for the facilities on which we report.

Prudential utilized a third-party platform to collect and calculate its 2024 GHG emissions data. The platform’s methodology is designed to align with the GHG Protocol Corporate Accounting and Reporting Standard and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard. The platform’s methodologies and emission factors are updated and reviewed by a third party at least annually.

Prudential engaged a third-party verifier, ERM CVS, to review and provide limited assurance for the following data for the subset of facilities selected by the Company for reporting: 2024 Scope 1 GHG emissions, 2024 Scope 2 GHG emissions (market- and location-based), 2024 Scope 1 and 2 GHG emissions by country (market- and location-based), and 2024 Scope 3 Category 6 GHG emissions from business travel.

For emissions from 2017 to 2024, GHG emissions calculations have been performed in accordance with the methodologies outlined by the GHG Protocol using the global warming potentials and emission factors set forth by the U.S. EPA, IPCC, Green-e, IEA and DEFRA. Where applicable, an inflation factor was used to account for the equivalent buying power in 2024 and was calculated using the U.S. Bureau of Labor Statistics’ CPI inflation calculator. Prudential’s emissions reporting for the facilities in our emissions reduction targets assesses the seven greenhouse gases identified under the Kyoto Protocol. Consistent with previous years, Prudential has reported the relevant greenhouse gases for its operations: CO<sub>2</sub> (carbon dioxide), CH<sub>4</sub> (methane), N<sub>2</sub>O (nitrous oxide), and HFCs (hydrofluorocarbons).

## LOOKING AHEAD: ALIGNING FINANCIAL AND GHG REPORTING BOUNDARIES

Starting in 2025, Prudential plans to adopt a financial control approach for our GHG organizational boundary. This methodology aligns our emissions reporting with our financial reporting structure. This change supports our goal of consistent organizational boundaries across financial and non-financial reporting frameworks.

EMISSIONS METHODOLOGY AND DATA

DETAILED EMISSIONS DATA

Table 1. Prudential's Scope 1 & 2 Greenhouse Gas Emissions (tCO<sub>2</sub>e) for Reported Facilities<sup>1, 2</sup>

GHG EMISSIONS	% CHANGE 2023 TO 2024	2024	2023	2022	2017
Scope 1	7%	13,609*	12,776	13,347	20,349
Stationary	8%	8,567	7,926	8,496	13,674
Mobile	10%	3,640	3,300	2,752	5,527
Fugitive	-10%	1,402	1,550	2,099	1,148
Scope 2 (market-based)					
Purchased Energy	-45%	9,307*	16,884	29,226	74,036
Scope 2 (location-based)					
Purchased Energy	-24%	19,999*	26,236	29,729	50,193
TOTAL SCOPE 1 & 2					
Scope 1 & 2 (market-based)	-23%	22,916	29,660	42,573	94,385
Scope 1 & 2 (location-based)	-14%	33,608	39,012	43,076	70,542

FOOTNOTES

<sup>1</sup> Data shown are for facilities encompassing a set of home office properties, data centers, and garages in the United States, Japan and Brazil chosen based on a combination of factors such as direct facility management oversight, significant square footage, and headcount.

<sup>2</sup> Scope 1 emissions increased due to more employees returning to the office from remote work, leading to increases in stationary and mobile emissions.

\* Metric has been assured by ERM CVS. See page 56 for "Independent Limited Assurance Report."

EMISSIONS METHODOLOGY AND DATA

DETAILED EMISSIONS DATA (continued)

Table 2. Prudential's Greenhouse Gas Intensity (tCO<sub>2</sub>e/sq ft and tCO<sub>2</sub>e/million revenue dollars) for Reported Facilities<sup>1</sup>

INTENSITY	% CHANGE 2023 TO 2024	2024	2023	2022	2017
Scope 1 & 2 (market-based, tCO <sub>2</sub> e/sq ft)	2%	0.0049	0.0048	0.0068	0.0117
Scope 1 & 2 (market-based, tCO <sub>2</sub> e/million revenue dollars)	-40%	0.33	0.55	0.75	0.16

Table 3. Size and Count of Reported Facilities<sup>1</sup>

FACILITIES	% CHANGE 2023 TO 2024	2024	2023	2022	2017
Portfolio Square Footage	-25%	4,636,326	6,218,607	6,228,159	8,089,396
Count of Domestic Facilities	-12%	15	17	16	20
Count of International Facilities	-10%	9	10	11	8
Total Facilities	-11%	24	27	27	28

FOOTNOTE

<sup>1</sup> Data shown are for facilities encompassing a set of home office properties, data centers, and garages in the United States, Japan and Brazil chosen based on a combination of factors such as direct facility management oversight, significant square footage, and headcount.

EMISSIONS METHODOLOGY AND DATA

DETAILED EMISSIONS DATA (continued)

Table 4. Prudential's Scope 1 & 2 Greenhouse Gas Emissions by Country (tCO<sub>2</sub>e) for Reported Facilities<sup>1</sup>

MARKET-BASED	% CHANGE 2023 TO 2024	2024	2023	2022	2017
United States	-29%	16,798*	23,764	38,496	85,115
Brazil	32%	243*	184	225	125
Japan	3%	5,875*	5,712	3,852	9,145
TOTAL Scope 1 & 2 (market-based)	-23%	22,916	29,660	42,573	94,385

LOCATION-BASED	% CHANGE 2023 TO 2024	2024	2023	2022	2017
United States	-18%	27,026*	33,116	38,999	61,272
Brazil	32%	243*	184	225	125
Japan	11%	6,339*	5,712	3,852	9,145
TOTAL Scope 1 & 2 (location-based)	-14%	33,608	39,012	43,076	70,542

FOOTNOTES

<sup>1</sup> Data shown are for facilities encompassing a set of home office properties, data centers, and garages in the United States, Japan and Brazil chosen based on a combination of factors such as direct facility management oversight, significant square footage, and headcount.  
 \*Metric has been assured by ERM CVS. See page 56 for “Independent Limited Assurance Report.”

EMISSIONS METHODOLOGY AND DATA

DETAILED EMISSIONS DATA (continued)

Table 5. Prudential's Operational Scope 3 Greenhouse Gas Emissions (tCO<sub>2</sub>e)<sup>1</sup>

GHG EMISSIONS	2024	2023	2022	2017
Cat 1 Purchased Goods & Services	160,391	306,056	307,239	–
Cat 3 FERA	6,393	10,250	14,042	18,247
Cat 5 Waste in Operations	983	989	253	–
Cat 6 Business Travel	56,089*	64,925	14,825	11,352
Cat 7 Employee Commute/Work from Home	31,685	27,880	17,333	–
TOTAL	255,541	410,100	353,692	29,599

FOOTNOTES

<sup>1</sup> Includes available data for operational categories of Scope 3. Refer to the “Emissions Calculations Methodology and Inventory Management Plan” section for specifics on how our Scope 3 data were calculated, including any notable data exclusions.

\*Metric has been assured by ERM CVS. See page 56 for “Independent Limited Assurance Report.”

# ADDITIONAL INFORMATION

Committed to keeping our long-term promise of helping customers achieve financial security.

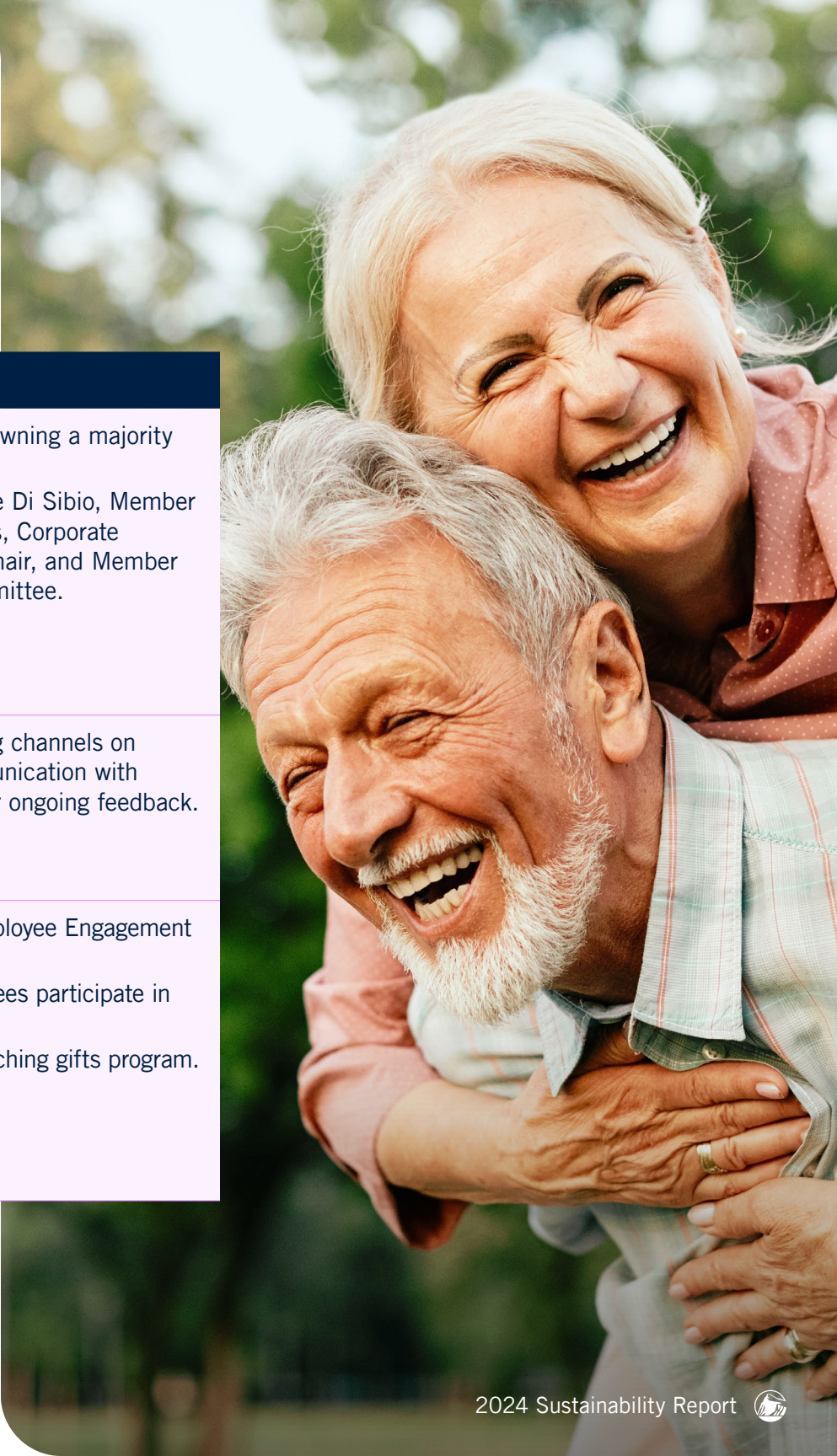
- › Stakeholder Engagement
- › Sustainability Topic Prioritization
- › Independent Limited Assurance Report
- › Forward-Looking Statements and Other Disclaimers



STAKEHOLDER ENGAGEMENT

# PROACTIVE ENGAGEMENT WITH STAKEHOLDERS SUPPORTS PRUDENTIAL'S LONG-TERM VITALITY.

STAKEHOLDER GROUP	ENGAGEMENT CHANNELS	2024 ACTIONS
Shareholders and institutional investors	<ul style="list-style-type: none"><li>• Annual Report and Proxy Statement</li><li>• Press releases</li><li>• Webcasts and conference calls</li><li>• Financial services conferences</li><li>• Proxy voting materials</li><li>• Communications with Corporate Governance Team and Directors</li><li>• Quarterly Earnings Calls</li><li>• Responses to Sustainability surveys from ratings firms and CDP</li></ul>	<ul style="list-style-type: none"><li>• Engaged with a cross-section of shareholders owning a majority of our outstanding shares.</li><li>• Released two <a href="#">Director videos</a> featuring Carmine Di Sibio, Member of the Audit Committee, and Gilbert F. Casellas, Corporate Governance and Business Ethics Committee Chair, and Member of the Compensation and Human Capital Committee.</li></ul>
Individual and institutional customers	<ul style="list-style-type: none"><li>• Customer satisfaction surveys, customer focus groups, and Net Promoter Scores</li><li>• Meetings with clients and discussions with customers (via call center)</li><li>• Social media</li></ul>	<ul style="list-style-type: none"><li>• Marketing continues to monitor customer-facing channels on an ongoing basis to support transparent communication with customers and consistent interpretation of their ongoing feedback.</li></ul>
Employees and retirees	<ul style="list-style-type: none"><li>• Performance management and development programs</li><li>• Annual Report, Proxy Statement, and Sustainability Reporting</li><li>• Matching gifts program for employees</li><li>• Business resource groups (BRGs), Green Teams, and volunteer councils</li><li>• Company intranet</li><li>• Prudential Ethics Help Line</li><li>• Employee surveys</li></ul>	<ul style="list-style-type: none"><li>• 89% of employees responded to our Global Employee Engagement Survey, fielded across 26 countries.</li><li>• Approximately 40% of Prudential's U.S. employees participate in at least one BRG.</li><li>• 3,300+ U.S. employees participated in the matching gifts program.</li></ul>





STAKEHOLDER ENGAGEMENT

STAKEHOLDER GROUP	ENGAGEMENT CHANNELS	2024 ACTIONS
Community leaders, neighbors, and nongovernmental organizations (NGOs)	<ul style="list-style-type: none"><li>Engagement including in-person events, virtual meetings, calls, social media coordination, and thought leadership with community leaders, neighbors, NGOs and advocacy groups</li><li>Board memberships</li><li>Financial support</li><li>Capacity building</li><li>Employee volunteering</li><li>Pro bono consulting</li></ul>	<ul style="list-style-type: none"><li>More than 3,300 employees contributed over \$4.1 million to eligible charities of their choice. The Prudential Foundation matched \$3.7 million, for a total of \$7.8 million.</li><li>The Prudential Foundation gave \$40.9 million in donations to nonprofit organizations.</li><li>Over 3,300 U.S. employees completed 34,400+ volunteer hours.</li></ul>
National and local government officials located in the U.S. and abroad	<ul style="list-style-type: none"><li>Virtual meetings, conference calls, lobbying activities, industry associations, public policy forums and press conferences</li></ul>	<ul style="list-style-type: none"><li>Informing and advising in the public policy arena on a wide range of issues that are important to the Company's success, including expanding access to a broader set of financial products and services to meet the growing demands/needs of society, and enabling more digital customer interactions to meet modern customer expectations.</li></ul>
U.S. state, federal and international regulators	<ul style="list-style-type: none"><li>Meetings, conferences, lobbying activities, industry associations, public policy forums and press conferences</li></ul>	<ul style="list-style-type: none"><li>Engagement through industry associations.</li></ul>
Suppliers, vendors and business partners	<ul style="list-style-type: none"><li>Prudential Ethics Help Line</li><li>In-person meetings, calls, conferences and workshops</li><li>Vendor Registration Portal and related websites</li><li>CDP Supply Chain membership</li></ul>	<ul style="list-style-type: none"><li>5-year CDP Supply Chain member; achieved score of B in supplier engagement rating. Increased supplier invitations to 457 with a 52% response rate.</li></ul>
Thought leaders and advocates in issue areas related to financial services	<ul style="list-style-type: none"><li>Board memberships</li><li>Virtual meetings, conference calls</li><li>Issue and industry groups, roundtables, workshops and events</li><li>Joint projects</li></ul>	<ul style="list-style-type: none"><li>PGIM's Megatrends series draws insights from investment professionals, leading academics, and policymakers worldwide to examine the most notable mega-trends and identify the long-term investment implications across asset classes and sectors. In 2024, PGIM explored the global shift toward cleaner energy sources, emphasizing the investment implications of decarbonization, infrastructure upgrades, and geopolitical shifts in energy supply chains. The report, published in May 2024, was titled <u>"Fueling the Future: Investing Across the Global Energy Landscape."</u></li></ul>

SUSTAINABILITY TOPIC PRIORITIZATION

# ASSESSMENTS THAT SPOTLIGHT EMERGING RISKS AND OPPORTUNITIES.

## OVERVIEW

In 2024, leveraging current best practices and guidance, Prudential identified, assessed and prioritized relevant sustainability topics to enhance our understanding of our current and emerging risks, opportunities and impacts. This was our third such assessment since 2018. The findings from this assessment will inform our sustainability-related disclosures, strategic planning, risk management, and innovation priorities which are closely aligned with our enterprise vision to be a global leader in expanding access to investing, insurance, and retirement security.

## METHODOLOGY

Key steps in the 2024 assessment process included:

- 1. Research & Framework Reviews:** Reviewed third-party frameworks, guidance and research including the Global Reporting Initiative (GRI), European Sustainability Reporting Standards (ESRS) and Human Rights Conventions, as well as relevant materials from peers and Prudential to develop an initial sustainability topic list for refinement.
- 2. Assessment Model Development:** Implemented a framework for assessing topics and their associated financial, societal and environmental impacts, risks and opportunities, broadly aligned with our Enterprise Risk Management assessment approach.
- 3. Stakeholder Interviews:** Conducted interviews across many of Prudential’s businesses and functions including senior leaders responsible for our U.S. and international businesses, investments, investor relations, risk, strategic sourcing, external affairs, data and privacy programs, marketing and brand, human resources, and others. Interviews were also conducted with external stakeholders representing customers, industry groups, investors and community partners.
- 4. Preliminary Prioritization:** Developed initial prioritized list of impacts, risks and opportunities across environmental, social and governance topics.

- 5. Validation Sessions:** Conducted internal focus groups with subject matter experts across select geographies and business groups to review and refine the preliminary prioritization.
- 6. Final Topic Prioritization:** Made final adjustments to the assessment based on insights from the validation sessions.

## RESULTS

The following were identified as priority topics in light of their associated impacts, risks and opportunities (in alphabetical order), and disclosures on these topics can be found throughout this report:

-  Access to Financial Services
-  Business Conduct & Ethics
-  Climate Change Adaptation
-  Customer Trust & Product Support Practices
-  Data Protection, Privacy & Cybersecurity
-  Risk Management
-  Stakeholder Transparency
-  Sustainable Products & Innovation
-  Talent Attraction, Retention, Development & Inclusion



## LOOKING AHEAD

Prudential plans to conduct a review of the results of this assessment periodically in whole or in part as dictated by business need to confirm its continued relevance. Our ongoing focus on stakeholder engagement, industry benchmarking and framework consultation that underpin prioritization assessments such as this one helps us to refine our approach to creating long-term value for our customers, shareholders and communities.



# Independent Limited Assurance Report

ERM Certification & Verification Services Incorporated (“ERM CVS”) was engaged by The Prudential Insurance Company of America (“Prudential Financial”) to provide limited assurance in relation to the Selected Information set out below and presented in the Prudential Financial 2024 Sustainability Report (the “Report”).

## ENGAGEMENT SUMMARY

<b>Scope of our assurance engagement</b>	<p>Whether the following Selected Information for 2024 is fairly presented in the Report, in all material respects, in accordance with the reporting criteria.</p> <p>Our assurance engagement does not extend to information in respect of earlier periods or to any other information included in the Report.</p>	<b>Reporting criteria</b>	<ul style="list-style-type: none"><li>• Prudential’s internal reporting criteria and definitions</li><li>• The GHG Protocol Corporate Accounting and Reporting Standard (WBCSD/WRI Revised Edition 2015) for Scope 1 and Scope 2 GHG emissions</li><li>• The Corporate Value Chain (Scope 3) Accounting and Reporting Standard (WBCSD/WRI 2011) for Scope 3 GHG emissions</li></ul>
<b>Selected Information</b>	<ul style="list-style-type: none"><li>• Total Scope 1 GHG emissions [tCO<sub>2</sub>e]</li><li>• Total Scope 2 GHG emissions (location-based) [tCO<sub>2</sub>e]</li><li>• Total Scope 2 GHG emissions (market-based) [tCO<sub>2</sub>e]</li><li>• Scope 3 GHG emission for Category 6 Business Travel [tCO<sub>2</sub>e]</li><li>• Scope 1 &amp; 2 GHG emissions - United States (market-based) [tCO<sub>2</sub>e]</li><li>• Scope 1 &amp; 2 GHG emissions - Brazil (market-based) [tCO<sub>2</sub>e]</li><li>• Scope 1 &amp; 2 GHG emissions - Japan (market-based) [tCO<sub>2</sub>e]</li><li>• Scope 1 &amp; 2 GHG emissions - United States (location-based) [tCO<sub>2</sub>e]</li><li>• Scope 1 &amp; 2 GHG emissions - Brazil (location-based) [tCO<sub>2</sub>e]</li><li>• Scope 1 &amp; 2 GHG emissions - Japan (location-based) [tCO<sub>2</sub>e]</li></ul>	<b>Assurance standard and level of assurance</b>	<p>We performed a limited assurance engagement, in accordance with the International Standard on Assurance Engagements ISAE 3000 (Revised) ‘Assurance Engagements other than Audits or Reviews of Historical Financial Information’ issued by the International Auditing and Assurance Standards Board.</p> <p>The procedures performed in a limited assurance engagement vary in nature and timing from and are less in extent than for a reasonable assurance engagement and consequently, the level of assurance obtained in a limited assurance engagement is substantially lower than the assurance that would have been obtained had a reasonable assurance engagement been performed.</p>
<b>Reporting period</b>	January 1, 2024 - December 31, 2024	<b>Respective responsibilities</b>	<p>Prudential Financial is responsible for preparing the Report and for the collection and presentation of the information within it, and for the designing, implementing and maintaining of internal controls relevant to the preparation and presentation of the Selected Information.</p> <p>ERM CVS’ responsibility is to provide a conclusion to Prudential Financial on the agreed assurance scope based on our engagement terms with Prudential Financial, the assurance activities performed and exercising our professional judgement.</p>

OUR CONCLUSION

Based on our activities, as described below, nothing has come to our attention to indicate that the Selected Information for 2024 is not fairly presented in the Report, in all material respects, in accordance with the reporting criteria.

EMPHASIS OF MATTER

Without affecting our conclusion, we draw attention to the explanatory notes provided by Prudential Financial relating to the data on pages 48-51 of the Report, in particular the limitations of the reporting boundary applied to the data on page 47 of the Report, which should be read in conjunction with the data.

The reporting boundary encompasses a limited subset of facilities in the USA, Japan, and Brazil which were selected by Prudential Financial based on a combination of factors such as significant square footage and direct facility management oversight. Prudential Financial is in the process of assessing its full portfolio. However, as it does not currently calculate total portfolio GHG emissions, materiality of excluded facilities under operational control is unclear.

OUR ASSURANCE ACTIVITIES

Considering the level of assurance and our assessment of the risk of material misstatement of the Selected Information a multi-disciplinary team of sustainability and assurance specialists performed a range of procedures that included, but was not restricted to, the following:

- Evaluating the appropriateness of the reporting criteria for the Selected Information;
- Interviewing relevant staff to understand and evaluate the management systems and processes (including internal review and control processes) used for collecting and reporting the disclosures;
- Reviewing a sample of qualitative and quantitative evidence supporting the reported information at a corporate level;
- Interviewing management representatives responsible for managing the Selected Information;
- Interviewing relevant staff to understand and evaluate the management systems and processes (including internal review and control processes) used for collecting and reporting the Selected Information;
- Reviewing of a sample of qualitative and quantitative evidence supporting the Selected Information at a corporate level;
- Performing an analytical review of the year-end data submitted by all locations included in the consolidated 2024 group data for the Selected Information which included testing the completeness and mathematical accuracy of conversions and calculations, and consolidation in line with the stated reporting boundary;

- Conducting visits to Prudential Financial facilities in US (in-person), Japan (virtual), and Brazil (virtual) to review source data and local reporting systems and controls;
- Evaluating the conversion and emission factors and assumptions used; and,
- Reviewing the presentation of information relevant to the assurance scope in the Report to ensure consistency with our findings.

THE LIMITATIONS OF OUR ENGAGEMENT

The reliability of the Selected Information is subject to inherent uncertainties, given the available methods for determining, calculating or estimating the underlying information. It is important to understand our assurance conclusions in this context.

OUR INDEPENDENCE, INTEGRITY AND QUALITY CONTROL

ERM CVS is an independent certification and verification body accredited by UKAS to ISO 17021:2015. Accordingly, we maintain a comprehensive system of quality control, including documented policies and procedures regarding compliance with ethical requirements, professional standards, and applicable legal and regulatory requirements. Our quality management system is at least as demanding as the relevant sections of ISQM-1 and ISQM-2 (2022).

ERM CVS applies a Code of Conduct and related policies to ensure that its employees maintain integrity, objectivity, professional competence and high ethical standards in their work. Our processes are designed and implemented to ensure that the work we undertake is objective, impartial and free from bias and conflict of interest. Our certified management system covers independence and ethical requirements that are at least as demanding as the relevant sections of the IESBA Code relating to assurance engagements.

ERM CVS has extensive experience in conducting assurance on environmental, social, ethical and health and safety information, systems and processes, and provides no consultancy related services to Prudential Financial in any respect.



June 3, 2025

Malvern, PA

ERM Certification & Verification Services Incorporated

[www.ermcvs.com](http://www.ermcvs.com) | [post@ermcvs.com](mailto:post@ermcvs.com)

NOTES

Prudential’s 2024 Sustainability Report covers the period of January 1 to December 31, 2024. As appropriate, developments occurring in early 2025 may be referenced and may be more fully developed in subsequent reports. Prior to release, the Sustainability Report is reviewed by Prudential executives, including representatives from various businesses and corporate center functions. Prudential engaged a third-party verifier, ERM CVS, to review and provide limited assurance for the following data for the subset of facilities selected by Prudential for reporting: 2024 Scope 1 GHG emissions, 2023 Scope 2 GHG emissions (market- and location-based), 2024 Scope 1 and 2 GHG emissions by Country (market- and location-based), and 2024 Scope 3 GHG emissions from business travel, with exceptions as noted in the report.

DISCLAIMERS

The information provided in this report reflects Prudential’s approach to Sustainability as of December 31, 2024 and is subject to change without notice. This report is intended to highlight some of Prudential’s sustainability efforts during the relevant time period; it is not a comprehensive description or representation of all of Prudential’s sustainability activities during that time.

We do not undertake to update any of such information in this report. Any references to “sustainable investing,” “sustainable investments,” “ESG” or similar terms in this report are intended as references to the internally defined criteria of the Company or our businesses only, as applicable, and not to any jurisdiction-specific regulatory definition. Our approach to inclusion of disclosures in this report is different from disclosures included in mandatory regulatory reporting, including under Securities and Exchange Commission (SEC) regulations. While this report describes events, including potential future events, that may be significant, any significance does not necessarily equate to the level of materiality of disclosures required under U.S. federal securities laws or any other laws or requirements that may apply to Prudential.

Numbers and percentages used in this report are estimates or approximations and may be based on assumptions. Goals, targets and commitments discussed in this report are aspirational and not guarantees or promises that they will be met and are not intended to create legal rights or obligations.

No reports, documents or websites that are cited or referred to in this document shall be deemed to form part of this report. Prudential is not responsible for the information contained on third-party websites, nor do we guarantee their accuracy and completeness.

FORWARD-LOOKING STATEMENTS

Certain of the statements included in this report, including those regarding our sustainability plans, goals, targets and commitments, and initiatives, constitute forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements are made based on management’s current expectations and beliefs concerning future developments and plans and their potential effects upon Prudential Financial, Inc. and its subsidiaries. All statements other than statements of historical fact could be forward-looking statements, which speak only as of the date they are made, are not guarantees of future performance and are subject to certain risks, uncertainties and other factors, many of which are beyond our control and are difficult to predict. Prudential Financial, Inc.’s actual results may differ, possibly materially, from expectations or estimates reflected in or implied by such forward-looking statements. Certain important factors that could cause actual results to differ, possibly materially, from expectations or estimates reflected in such forward-looking statements can be found in the “Risk Factors” and “Forward-Looking Statements” sections included in Prudential Financial, Inc.’s SEC filings, including our most recent Annual Reports on Form 10-K and subsequent Quarterly Reports on Form 10-Q and current reports on Form 8-K. Statements regarding our sustainability initiatives are subject to the risk that we may be unable to execute our strategy because of market or competitive conditions or other factors. Moreover, the standards of measurement and performance contained in this report are developing and based on assumptions, and no assurance can be given that any plan, initiative, projection, goal, commitment, expectation, or prospect set forth in this report can or will be achieved. Except as required by law, Prudential Financial, Inc. does not undertake to update any particular forward-looking statement included in this document as a result of future events or otherwise.



Prudential

Prudential Financial, Inc.  
751 Broad Street  
Newark, NJ 07102  
[sustainability@prudential.com](mailto:sustainability@prudential.com)