

PRUDENTIAL FINANCIAL INC
Form 424B3
September 30, 2014

CALCULATION OF REGISTRATION FEE

| Title of Each Class of Securities Offered | Maximum Aggregate Offering Price(1) | Amount of Registration Fee(2) |
|------------------------------------------------------|------------------------------------------------|------------------------------------------|
| 3.850% InterNotes® Due October 15, 2029 | \$ 1,238,000 | \$ 159.45 |
| 4.600% InterNotes® Due October 15, 2044 | \$19,214,000 | \$2,474.76 |
| TOTAL | | \$2,634.21 |

(1) Excludes accrued interest, if any.

(2) Calculated in accordance with Rule 457(r) under the Securities Act of 1933, as amended. This Calculation of Registration Fee table shall be deemed to update the Calculation of Registration Fee table in Prudential Financial, Inc.'s Registration Statement on Form S-3 (Nos. 333-180020, 333-180020-01, 333-180020-02).

Prudential Financial InterNotes®, Due One Year or More from Date of Issue

Filed under Rule 424(b)(3), Registration Statement(s) No. 333-180020, 333-180020-01, 333-180020-02

Final Pricing Supplement No. 2 - Dated Monday, September 29, 2014. To Prospectus Dated March 9, 2012 and Prospectus Supplement dated March 9, 2012

Investors should read this pricing supplement in conjunction with the Prospectus and Prospectus Supplement.

| Rate | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1 st Coupon Date | 1 st Coupon Amount | Survivor Option* |
|-------|---------------|------------------|----------------|-------------|-------------|------------------|---------------|-----------------------------|-------------------------------|------------------|
| 00.00 | 100.000% | 2.500% | \$1,207,050.00 | Fixed | 3.850% | Semi-Annual | 10/15/2029 | 04/15/2015 | \$20.64 | Yes |

on the notes on a Semi-Annual basis on Apr 15th and Oct 15th. The first such payment will be made on Apr 15, 2015. The interest rates are set out above.

Notes: Non-Callable

ing agents to securities dealers, or by securities dealers to certain other brokers or dealers, may be sold at a discount from the initial selling price.

Lead Agents: BofA Merrill Lynch, Incapital LLC **Agents:** Barclays, Citigroup, Credit Suisse, Deutsche Bank Securities, Fidelity Capital Markets, Siebert Capital Markets, Ramirez & Co., Inc., RBC Capital Markets, UBS Investment Bank, Wells Fargo Advisors, LLC

| | | | | | | | | | | |
|-------|----------|--------|-----------------|-------|--------|-------------|------------|------------|---------|-----|
| 00.00 | 100.000% | 3.150% | \$18,608,759.00 | Fixed | 4.600% | Semi-Annual | 10/15/2044 | 04/15/2015 | \$24.66 | Yes |
|-------|----------|--------|-----------------|-------|--------|-------------|------------|------------|---------|-----|

on right, we will pay you interest on the notes on a Semi-Annual basis on Apr 15th and Oct 15th. The first such payment will be made on Apr 15, 2015. The interest rate, coupon amount and stated maturity date are set out above.

Notes: Callable at 100.000% on 10/15/2019 and every coupon date thereafter.

ing agents to securities dealers, or by securities dealers to certain other brokers or dealers, may be sold at a discount from the initial selling price.

Prudential Financial, Inc. InterNotes (CUSIP 74432AYX2) will be subject to redemption at the option of Prudential Financial, Inc., in whole or in part, on the maturity date or on any interest payment date thereafter at a redemption price equal to 100% of the principal amount of this tranche of Prudential Financial, Inc. InterNotes, plus any interest thereon, if any, upon at least 30 Calendar Days prior notice to the noteholder and the trustee, as described in the prospectus supplement.

Lead Agents: BofA Merrill Lynch, Incapital LLC **Agents:** Barclays, Citigroup, Credit Suisse, Deutsche Bank Securities, Fidelity Capital Markets, Siebert Capital Markets, Ramirez & Co., Inc., RBC Capital Markets, UBS Investment Bank, Wells Fargo Advisors, LLC

| | | |
|----------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| | Offering Dates: Monday, September 22, 2014 through Monday, September 29, 2014 | Prudential Financial, Inc. |
| Prudential Financial, Inc. | Trade Date: Monday, September 29, 2014 @ 12:00 PM ET | Prudential Financial Retail Medium Term Notes, including Prudential Financial Internotes® |
| | Settlement Date: Thursday, October 2, 2014 | Prospectus Dated March 9, 2012 and Prospectus Supplement Dated March 9, 2012 |
| | Minimum Denomination/Increments: \$1,000.00/\$1,000.00 | |
| | Initial trades settle flat and clear SDFS: DTC Book-Entry only | |
| | DTC Number 0235 via RBC Dain Rauscher Inc. | |

If the maturity date or an interest payment date for any note is not a business day (as that term is defined in the prospectus), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date or interest payment date.

* The survivor's option feature of your note is subject to important limitations, restrictions and procedural requirements further described on page S-49 of your prospectus supplement.

The Bank of New York will act as trustee for the Notes. Citibank, N.A., will act as paying agent, registrar and transfer agent for the Notes and will administer any survivor's options with respect thereto.

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