

PRUDENTIAL FINANCIAL INC

Form 4

February 21, 2017

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

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Pelletier Stephen

(Last) (First) (Middle)

751 BROAD STREET, 4TH  
FLOOR, ATTN. CORPORATE  
COMPLIANCE

(Street)

NEWARK, NJ 07102

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/16/2017

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title below) \_\_\_\_ Other (specify below)  
Executive Vice President

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

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

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |        |            | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) | Price                                                                                         |                                                          |                                                       |
| Common Stock                    | 02/16/2017                           |                                                    | M                              |                                                                   | 8,909  | A          | \$ 81.17                                                                                      | 18,938                                                   | D                                                     |
| Common Stock                    | 02/16/2017                           |                                                    | M                              |                                                                   | 18,927 | A          | \$ 63.59                                                                                      | 37,865                                                   | D                                                     |
| Common Stock                    | 02/16/2017                           |                                                    | M                              |                                                                   | 26,950 | A          | \$ 78.08                                                                                      | 64,815                                                   | D                                                     |
| Common Stock                    | 02/16/2017                           |                                                    | M                              |                                                                   | 12,988 | A          | \$ 84.53                                                                                      | 77,803                                                   | D                                                     |
|                                 | 02/16/2017                           |                                                    | S                              |                                                                   | 71,334 | D          |                                                                                               | 6,469 <sup>(2)</sup>                                     | D                                                     |

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Common  
Stock

\$  
112.02  
(1)

Common  
Stock

582

I

By 401(k)

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

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

| 1. Title of Derivative Security (Instr. 3)    | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |                            |
|-----------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------|---------------------------------------------------------------|----------------------------|
|                                               |                                                        |                                      |                                                    | Code                           | V (A) (D)                                                                               | Date Exercisable                                         | Expiration Date | Title                                                         | Amount or Number of Shares |
| 4/7/2014 Employee Stock Option (Right to Buy) | \$ 81.17                                               | 02/16/2017                           |                                                    | M                              | 8,909                                                                                   | <u>(3)</u>                                               | 04/07/2024      | Common Stock                                                  | 8,909                      |
| 2016 Employee Stock Option (Right to Buy)     | \$ 63.59                                               | 02/16/2017                           |                                                    | M                              | 18,927                                                                                  | <u>(4)</u>                                               | 02/09/2026      | Common Stock                                                  | 18,927                     |
| 2015 Employee Stock Option (Right to Buy)     | \$ 78.08                                               | 02/16/2017                           |                                                    | M                              | 26,950                                                                                  | <u>(5)</u>                                               | 02/10/2025      | Common Stock                                                  | 26,950                     |
| 2014 Employee Stock Option                    | \$ 84.53                                               | 02/16/2017                           |                                                    | M                              | 12,988                                                                                  | <u>(6)</u>                                               | 02/11/2024      | Common Stock                                                  | 12,988                     |

(Right to  
Buy)

## Reporting Owners

| Reporting Owner Name / Address                                                                     | Relationships |           |                          |       |
|----------------------------------------------------------------------------------------------------|---------------|-----------|--------------------------|-------|
|                                                                                                    | Director      | 10% Owner | Officer                  | Other |
| Pelletier Stephen<br>751 BROAD STREET, 4TH FLOOR<br>ATTN. CORPORATE COMPLIANCE<br>NEWARK, NJ 07102 |               |           | Executive Vice President |       |

## Signatures

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

02/21/2017

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$111.88 to \$112.11, inclusive. The reporting person undertakes to provide to Prudential Financial, Inc., any security holder of Prudential Financial, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnote (1) to this Form 4.

(2) Following the transaction reported on this Form 4, Mr. Pelletier continues to hold 6,469 shares directly and 582 shares indirectly in a 401(k) account. Mr. Pelletier also holds an additional 31,847 deferred compensation shares, 88,911 unvested stock options, and 46,103 target performance shares (the exact number awarded being dependent on achievement of performance goals).

(3) The options vest in three equal annual installments beginning April 7, 2015.

(4) The options vest in three equal annual installments beginning on February 9, 2017.

(5) The options vest in three equal annual installments beginning on February 10, 2016.

(6) The options vest in three equal annual installments beginning on February 11, 2015.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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