

PRUDENTIAL FINANCIAL INC
Form 424B2
November 18, 2014

CALCULATION OF REGISTRATION FEE

| Title of Each Class of Securities Offered | Maximum Aggregate Offering Price(1) | Amount of Registration Fee(2) |
|--|--|--|
| 4.050% InterNotes [®] Due November 15, 2034 | \$ 19,320,000 | \$2,244.98 |
| TOTAL | | \$2,244.98 |

(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)(2), Registration Statement(s) No. 333-180020, 333-180020-01, 333-180020-02

Final Pricing Supplement No. 3 - Dated Monday, November 17, 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% | 3.000% | \$18,740,400.00 | Fixed | 4.050% | Semi-Annual | 11/15/2034 | 05/15/2015 | \$19.69 | Yes |

on right, we will pay you interest on the notes on a Semi-Annual basis on May 15th and Nov 15th. The first such payment will be per annum and stated maturity date are set out above.

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

Callable at 100.000% on 11/15/2018 and every coupon date thereafter.

l Financial, Inc. InterNotes (CUSIP 74432AYY0) will be subject to redemption at the option of Prudential Financial, Inc., in whole on and 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, 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, November 10, 2014 through Monday, November 17, 2014

Prudential Financial, Inc.

Prudential Financial Retail Medium Term

Prudential Financial, Inc.

Trade Date: Monday, November 17, 2014 @ 12:00 PM ET

Notes, including Prudential Financial

Internotes®

Settlement Date: Thursday, November 20,
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.

InterNotes® is a registered trademark of Incapital Holdings LLC. All Rights Reserved.