



AB 500 Plus Index

A core equity exposure with the ability to expand return potential

Available only with Prudential FlexGuard® Indexed Variable Annuities



ALLIANCEBERNSTEIN



Prudential

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Help clients expand their return opportunities

Clients have a lot to consider when investing for the long run; such as where to invest, and how to defend against possible market turbulence. An investment strategy like a registered index-linked annuity (RILA) can help them. It allows clients to take advantage of the upside potential of equity markets while providing a level of protection from downside market volatility.

Prudential offers the AB 500 Plus Index^{SM1}, a custom index option developed by AllianceBernstein which is available exclusively as an option with the index crediting strategies offered through FlexGuard[®] indexed variable annuities. With the AB 500 Plus Index, clients can receive core equity exposure that has the flexibility to expand return opportunities.

Offer clients diversification and timely exposure to opportunities across markets

Diversification is key to any long-term investment strategy. But it can be a challenge to identify the best opportunities to diversify into other markets. The AB 500 Plus Index can help to simplify the decision-making process by automatically adjusting allocations as market conditions change.

The AB 500 Plus Index starts with a strategic allocation of 100% to the SPDR[®] S&P 500[®] ETF Trust as its home base providing exposure to one of the most popular groups of stocks. But U.S. large cap stocks haven't been invincible, so the Index employs a proprietary signal—from AllianceBernstein's Multi-Asset team to monitor well-established trends in behavioral finance. The signal identifies overselling that can make specific segments more attractive, then rotates exposure into them to take advantage of the relative opportunity. Through this approach, the index combines the long-term potential of the core U.S. large cap stocks with attractive opportunities in other equity segments.

It's the AB 500 Plus Index's timely exposure to well-recognized indices like the Nasdaq, MSCI Emerging Markets, Russell 2000 and MSCI EAFE that offers clients the potential to outperform the SPDR[®] S&P 500[®] ETF Trust.

The graphic below shows additional ETFs where the index could be allocated and on average how much the index would have allocated to those areas over the last 15 years.



Investing in a FlexGuard Index Strategy does not represent a direct investment in an index or an ETF.

Past performance does not guarantee future results. Individuals cannot invest directly in an index. The time period and average weight reflected above is based on hypothetical daily returns from 6/8/2007 to 6/30/2022.

Values or amounts that rely on information about the AB 500 Plus Index, including the average weight, rely on hypothetical back-casted data because this Index was not in existence for the time period reflected. The back-casting of data was performed by AllianceBernstein. The back-casted data is based on criteria that have been applied retroactively with the benefit of hindsight and these criteria cannot account for all financial risk that may affect actual performance. Actual performance may vary significantly from the back-casted data.

Investments in the shares of small and mid-sized companies, foreign securities particularly emerging markets may be more volatile than investments in larger U.S. companies.

¹The rules for calculating the AB 500 Plus Index include an annual 0.75% reduction, which accrues daily, meaning that a small portion of that reduction is included in the published Index Value each day. The reduction is included to aid in setting the cap and participation rates and/or buffer levels of the Index Strategy with which the Index is used. Please see the prospectus for additional details.

How would the AB 500 Plus IndexSM have performed?

The chart below takes a look at how AB 500 Plus Index would have performed if it were available over the past 15 years. On the left-hand side you see how AB 500 Plus Index would have performed and, as a baseline on the right-hand side, you can see how the SPDR[®] S&P 500[®] ETF TRUST actually performed in that same time frame.

AB 500 Plus Index			SPDR [®] S&P 500 [®] ETF Trust		
	3-Year	6-Year		3-Year	6-Year
Average Return	37.3%	88.0%	Average Return	35.3%	85.3%
# of gains	137	109	# of gains	132	109
# of losses	8	0	# of losses	13	0
# of periods	145	109	# of periods	145	109
Index loss less than or equal to 5%	1	0	Index loss less than or equal to 5%	4	0
Index loss between 5%–10%	1	0	Index loss between 5%–10%	2	0
Index loss between 10% -20%	2	0	Index loss between 10% -20%	1	0
Index loss greater than 20%	4	0	Index loss greater than 20%	6	0

Over the same time period captured in the chart above, the AB 500 Plus Index has an average annual return of 10.5%, while the SPDR[®] S&P 500[®] ETF TRUST average annual return was 9.7%

Past performance does not guarantee future results. Individuals cannot invest directly in an index. All periods mentioned above are based on monthly returns from 7/2007 to 6/2022. The performance analysis for 1 year, 3 years, and 6 years above represent the rolling period returns on each monthly time step.

Values or amounts that rely on information about the AB 500 Plus Index, including the average return, rely on hypothetical back-casted data because this Index was not in existence for the time period reflected. The back-casting of data was performed by AllianceBernstein. The back-casted data is based on criteria that have been applied retroactively with the benefit of hindsight and these criteria cannot account for all financial risk that may affect actual performance. Actual performance may vary significantly from the back-casted data.

AllianceBernstein, a leading global asset manager for over 50 years, offers high-caliber expertise and market experience. Prudential is excited to partner with them so you can offer clients the unique AB 500 Plus Index on FlexGuard and FlexGuard Income.

Call our National Sales Desk at 800-513-0805 for more distinctive, differentiated information about the AB 500 Plus Index.

Annuities are issued by Pruco Life Insurance Company located in Newark, NJ (main office) and distributed by Prudential Annuities Distributors, Inc. located in Shelton, CT (main office).

Investors should carefully consider the features of the contract, index strategies, and the underlying portfolios' investment objectives, policies, management, risks, charges and expenses. This and other important information are contained in the initial summary prospectus and the index strategies prospectus for the contract and the summary prospectus or prospectus for the underlying portfolios (collectively, the "prospectuses") which can be obtained by contacting the National Sales Desk. Clients should read the prospectuses carefully before investing.

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The AB 500 Plus IndexSM (the "Index") is a rules-based index based upon several US and global equity indices. The Index seeks to tactically allocate to certain indices when their expected return potential is elevated as compared to the expected return potential of the largest US public companies. By following proprietary positioning signals, the index aims to keep a low tracking error to the largest US public companies, while providing differentiated returns via its tactical selection.

The Index is calculated by a third party ("Calculation Agent") using a methodology developed by AllianceBernstein L.P. ("AB"). The Prudential FlexGuard[®] indexed variable annuity and Prudential FlexGuard[®] Income indexed variable annuity to which this disclosure applies (the "Product") has been developed solely by Pruco Life Insurance Company ("Licensee"). The Product is not in any way connected to or sponsored, endorsed, sold or promoted by AB or its affiliates. AB does not provide investment advice to the Product or the owners of the Product, and in no event shall any contract owner of a Product be deemed to be a client of AB. AB and Calculation Agent shall have no liability whatsoever to any person arising out of (a) the use of, reliance on, or any error in, the Index or (b) the purchase of, or operation of, the Product. AB makes no claim, prediction, warranty or representation either as to the results to be obtained from the Product or the suitability of the Index for the purpose to which it is being put by Licensee.

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The rules for computing the Index value include an annual 0.75% reduction. The published Index value is inclusive of this reduction.

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