

PRUDENTIAL FINANCIAL INC

Form 424B2

December 15, 2014

This pricing supplement, which is not complete, relates to an automatically effective Registration Statement under the Securities Act of 1933, as amended. We may not sell the notes until we deliver a final pricing supplement. This pricing supplement and the accompanying prospectus supplement and prospectus are not an offer to sell these notes in any jurisdiction where such an offer would not be permitted.

Subject to completion, dated December 15, 2014

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

Preliminary Pricing Supplement No. 7 - Dated Monday, December 15, 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.

Aggregate Principal Amount	Selling Price	Gross Concession	Net Proceeds	Coupon Type	Coupon Rate	Coupon Frequency	Maturity Date	1st Coupon Date	1st Coupon Amount	Survivor's Option*
[]	100.000%	3.150%	[]	Fixed	4.300%	Semi-Annual	12/15/2044	06/15/2015	\$20.19	Yes

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

Selling 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.

Callable at 100.000% on 12/15/2019 and every coupon date thereafter.

Prudential Financial, Inc. InterNotes (CUSIP 74432AZC7) will be subject to redemption at the option of Prudential Financial, Inc., in whole or in part on 12/15/2019 and on any interest payment date thereafter at a redemption price equal to 100% of the principal amount of this tranche of Prudential Financial and unpaid interest thereon, if any, upon at least 30 Calendar Days prior notice to the noteholder and the trustee, as described in the prospectus.

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

Offering Dates: Monday, December 15, 2014
through Monday, December 22, 2014

Prudential Financial, Inc.

Trade Date: Monday, December 22, 2014
@ 12:00 PM ET

Prudential Financial Retail Medium Term

Notes, including Prudential Financial

Settlement Date: Friday, December 26, 2014

Internotes®

Minimum Denomination/Increments:
\$1,000.00/\$1,000.00

Prospectus Dated March 9, 2012 and

Prospectus Supplement Dated March 9,

2012

Prudential Financial,
Inc.

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.