An Integrated Approach to Managing Your Wealth
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For many, the idea of investing can be challenging – especially when it comes to choosing from thousands of available investment options. Creating a personal investment plan takes work – it involves research, implementation and monitoring. With so many choices, you need assistance sifting through the different options from someone you can trust. At Pruco Securities, our Financial Professionals can help you analyze your current financial situation, seek to understand your financial challenges and goals, and provide guidance to fit your unique needs.

We Offer An Integrated Approach

When people work together toward one goal, there’s a better chance of achieving success. As part of PruStrategist Portfolios, your Financial Professional can help you determine which solutions are best suited for your financial needs and situation.

As the **Investor**, you will provide a clear picture of your financial needs and investment objectives. You will work with your Financial Professional to select an Investment Strategist based on the available options that correspond with your investment objectives. You will continue to keep your Financial Professional apprised of any life situations which may impact your chosen Investment Strategist and risk profile.

**Your Financial Professional** will consult with you to identify your specific investment needs, risk profile and recommend appropriate solutions to help you reach your investment objectives.

The **Investment Strategist** will build the asset allocation model and recommend mutual funds (Funds) and/or exchange-traded funds (ETFs) managed by asset managers, to update the strategy based on specific risk profiles. In addition, the Investment Strategists will monitor the asset managers and their Funds and/or ETFs and make changes as appropriate.

The **Asset Managers** manage their respective Funds and/or ETFs based on their investment objectives as stated in the prospectus or offering document.

**Envestnet** implements Investment Strategist recommendations and submits appropriate trades to update the allocations. Envestnet through Portfolio Management Consultants (PMC), conducts due diligence on the Investment Strategists.

*Funds and ETFs management and operating expenses, if applicable, are not covered by the annual fee you pay to participate in the PruStrategist Portfolios Program.
Key Benefits of PruStrategist Portfolios:

1. **Personalized Investment Advice** – By working with your Financial Professional, you can select an Investment Strategist and a model portfolio to help you meet your specific needs and objectives.

2. **Access to a Broad Range of Investment Styles, Investment Strategists, and Model Portfolios** – Includes access to actively managed portfolios that are cognizant and responsive to market conditions.

3. **Evaluated and Monitored Investment Strategists** – Independent research conducted by industry professionals on the Investment Strategists available through the PSP Program.

4. **Continuous Communication** – Your Financial Professional will meet with you periodically to review the Investment Strategist’s performance against your investment objectives.

5. **Save Time** – Let our team of professionals** handle your investments and do the research so we may make informed decisions together.

**Professionals will include those from Pruco Securities and nonaffiliated entities.**
The PruStrategist Portfolios Process

Step 1: Identify Your Financial Needs and Objectives

Developing a disciplined investment strategy begins with an understanding of your reasons for investing, how long you have to achieve your goals, and your attitude toward risk. Once your Financial Professional has a clear picture of your financial needs and objectives, he or she can better guide you through the investment process.

Begin by discussing what’s important to you

What are your hopes and dreams? What will it take to achieve them? Your Financial Professional will meet with you to develop an in-depth knowledge of your needs and investment objectives. That’s because an investment program is more than focusing on investment returns, it also requires an understanding of your preferences as an investor and the potential pitfalls along the way. Your Financial Professional will ask specific questions to help you assess your priorities. So talk about things that are really important to you: the care of an aging parent, your retirement, college education or wedding plans for your children, or charity and community concerns. The personal profile that’s developed at this stage will be used as a guide to develop your investment approach.

Working with your Financial Professional, you will consider:

| Your financial needs and investment objectives | The amount of money to invest | Your time horizon | The trade-off between risk and return | Your income and liquidity needs |
Step 2: Select an Investment Approach

The discussion you have with your Financial Professional will be used to identify the investment approach that is appropriate to meet your financial needs and objectives based on your risk profile. Your Financial Professional will guide you through the process of selecting one of the investment approaches below that may meet your needs and risk profile.

**Strategic Approach**

An asset allocation approach is created and maintained as a long-term buy-and-hold allocation regardless of market conditions. The portfolio is usually rebalanced to the original allocation and is designed to capture broad capital market returns while balancing risk and volatility.

**Dynamic Approach**

An asset allocation approach generally combines the elements of both strategic and tactical asset allocation strategies. In combination, tactical allocations will be used to anticipate and respond to shorter-term shifts in asset prices, while strategic allocations will map out a longer-term plan for the investor’s needs and objectives over multi-year or multi-decade periods.

**Tactical Approach**

An unconstrained investment approach that has the ability to quickly change its risk profile by actively moving portfolio holdings from 100% equities to 100% defensive securities (or vice versa). This philosophy is to minimize risk and take advantage of opportunities in an actively moving market, moving in and out of sectors, asset classes, countries or the market altogether.
Step 3: Select an Investment Strategist and Portfolio

Putting your investments in action

In this step, you and your Financial Professional will select an Investment Strategist and a portfolio in line with your risk profile. The Investment Strategist utilizes the investment approaches identified in Step 2. The Strategist is responsible for building and maintaining an asset allocation model, identifying Funds and/or ETFs to fulfill the model and monitoring these components.

The Strategist you select may offer a number of model portfolios. Based on your risk profile, your Financial Professional will guide you through the process of selecting a model portfolio to help you meet your investment objectives.

You can feel confident in choosing the Investment Strategist and a model portfolio appropriate for your needs, as they have been screened and monitored by Portfolio Management Consultants (PMC), a division of Envestnet. PMC’s research and due diligence process features a comprehensive review and evaluation of Investment Strategists.

PMC’s research seeks to:

- Identify Investment Strategists that consistently outperform their benchmark on a risk-adjusted basis
- Assign an investment style to each Strategist and risk score to each Strategist portfolio
- Monitor the Strategist’s portfolios to ensure they maintain, and perform to, their stated risk profile

PMC Investment Strategists Due Diligence Process Overview*

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*Subject to change by PMC in its sole discretion without notice.
Step 4: Ongoing Review

The investment advice provided by your Financial Professional is an ongoing process. Your Financial Professional will conduct periodic reviews with you to discuss the Investment Strategist’s performance and your current financial situation. If necessary, he or she will recommend any necessary changes to help you stay on track. During your review you can expect the following:

- Measuring progress toward your needs and objectives
- Evaluating your risk profile and model portfolio
- Reviewing market developments
- Discussing life changes that may impact your investment objectives
- Reviewing the performance of your Investment Strategist

An important benefit and feature of PruStrategist Portfolios Program is having access to quarterly performance reports along with having a knowledgeable Financial Professional who will help you assess your progress towards reaching your investment objectives. These reports are designed to help you understand the factors impacting your portfolio’s performance and include:

- Your portfolio value, including your beginning balance, end-of-quarter, and year-to-date value
- Your performance in relation to standard benchmarks for the same periods
- Easy-to-understand pie charts illustrating your portfolios distribution across asset classes
- A Breakdown of your investments by sector
- A full summary of the current holdings
- A Statement of Management Fees

Speak with a Financial Professional to determine if the PruStrategist Portfolios Program may be an appropriate investment program for your financial needs and investment objectives.
When selecting an Investment Strategist, clients should review and evaluate a number of criteria, including the Investment Strategist’s investment philosophy, process, experience, and history. Clients should also carefully review the investment strategy and the risks associated therewith along with the Funds and/or ETFs that the Strategist will include in implementing the strategy. Such information can be found in the Investment Strategist’s Form ADV, which should be carefully reviewed prior to investing.

Investors should consider the investment objectives, risks, and charges and expenses of a fund or ETF carefully when investing in a fund and/or ETF. The prospectus, and, if available, the summary prospectus, contains this information as well as other important information. Contact your Financial Professional for the prospectuses.

It is possible to lose money by investing in securities.

Please remember that there are inherent risks involved with investing in the markets, and your investments may be worth more or less than your initial investment upon redemption. There is no guarantee that the Investment Strategist’s objectives will be achieved. Since no one investment program is suitable for all types of investors, this information is provided for informational purposes only. Nothing herein is intended to be i) a recommendation or solicitation to participate in PruStrategist Portfolios Program, ii) buy or sell a Fund or an ETF, or iii) recommendations or advice directed towards to any specific client or prospective client. If the recipient of this informational brochure would like details on the PruStrategist Portfolios Program and/or require assistance with determining whether the program may be appropriate for him or her, please contact a Financial Professional for assistance.

Prospective clients must sign all of the required agreements in order to participate in the program, and such agreements are subject to review and acceptance by Pruco Securities.

Investment advisory services and PruStrategist Portfolios are offered through Pruco Securities, LLC, a registered investment adviser providing services under the marketing name of Prudential Financial Planning Services. Securities products and services offered through Pruco Securities, LLC, 751 Broad Street, Newark, NJ 07102, Member SIPC. Envestnet Asset Management, Inc. is not affiliated with Pruco.

For tax advice, you should consult your tax professional regarding your particular situation.

PruStrategist Portfolios, Prudential Investments, Prudential, the Prudential logo, Bring Your Challenges, and the Rock symbol are service marks of Prudential Financial, Inc., and its related entities, registered in many jurisdictions worldwide.