

PRUDENTIAL FINANCIAL INC
 Form 424B2
 December 08, 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 08, 2014

Prudential Financial, Inc. 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

Pricing Supplement No. 6 Dated Monday, December 8, 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 | 1 st Coupon Date | 1 st Coupon Amount | Survivor Option* |
|-------------------------------|------------------|---------------------|-----------------|----------------|----------------|---------------------|------------------|--------------------------------|----------------------------------|---------------------|
| [] | 100% | 3.150% | [] | Fixed | 4.500% | SEMI-ANNUAL | 12/15/2044 | 06/15/2015 | \$22.13 | Yes |

...tion 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 ...
 ...e 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 ...
 ...al amount.

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

...al Financial, Inc. InterNotes (CUSIP 74432AZB9) will be subject to redemption at the option of Prudential Financial, Inc., in whole on ...
 .../2019 and on any interest payment date thereafter at a redemption price equal to 100% of the principal amount of this tranche of Pruder ...
 ... and unpaid interest thereon, if any, upon at least 30 Calendar Days prior notice to the noteholder and the trustee, as described in the pro

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

Offering Dates: Monday, December 8, 2014
through Monday, December 15, 2014

Trade Date: Monday, December 15, 2014 @12:00
PM ET

Settlement Date: Thursday, December 18, 2014

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 term is defined in 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 pages 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.

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Prudential Financial, Inc.
Prudential Financial Retail Medium Term
Notes, including Prudential Financial
Internotes®
Prospectus Dated March 9, 2012 and
Prospectus Supplement Dated March 9,
2012

Prudential
Financial, Inc.