

LET'S BE CHAMPIONS FOR BLACK AMERICANS' FINANCIAL SECURITY ➡

For decades, Prudential has been investing in diverse communities, organizations, and institutions to help fuel economic inclusion on a local and national scale.

Now, we're continuing that commitment with Blueprints to Black Wealth.



WHAT IS BLUEPRINTS TO BLACK WEALTH?

- Blueprints to Black Wealth is Prudential's commitment to increasing awareness and understanding about the financial power and readiness of Black Americans.
- Blueprints will help expand Black Americans' access to financial tools and services, including life insurance, that will empower them to grow and sustain wealth.

WHAT ARE THE GOALS OF BLUEPRINTS?

The Blueprints strategy aims to:

- Improve the financial journeys for Black Americans by increasing their access to wealth-building tools and services.
- Embed equity into our business practices by mobilizing financial professionals and leaders to serve as Ambassadors.
- Build upon Prudential's long-standing legacy of investing in Black communities by delivering innovative financial products and strategies.

WHY IS PRUDENTIAL MOBILIZING BLUEPRINTS NOW?

At Prudential, we recognize that now is a crucial moment for empowering Black Americans to build wealth. Here's why:

- Black Americans' buying power is expected to rise to an estimated \$2.1T by 2026 per a Nielson report.* The ownership rate is at 57%. Those who say they need life insurance coverage or more of it is 47%, according to LIMRA's 2024 Life Insurance Barometer.**
- Black Americans want to be engaged in planning their financial futures and are eager to create pathways to wealth.
- At the same time, we know that the wealth gap between white and Black families is staggering and will only grow worse over the next decade without intervention.
- Against this backdrop, there is a need to empower Black Americans with life insurance products and other financial tools that can help them grow generational wealth.

HOW WILL BLUEPRINTS HELP FINANCIAL PROFESSIONALS?

As a Financial Professional, Blueprints to Black Wealth will give you:

- **EDUCATION:** Insights to understand the unique needs and tailored approaches necessary to serve Black Americans.
- **TANGIBLE RESOURCES:** User-friendly tools and strategic methods that convert the insights into application to help deepen your connection with Black Americans and expand your book of business.
- **NEW CONNECTIONS:** Access to select local and national engagements with Black audiences where Prudential has not historically had a presence.



If you have questions about Blueprints to Black Wealth, contact your Prudential Wholesaler.

*Nielson IQ, 2025

**Insurance Barometer Study 2025

INVESTMENT AND INSURANCE PRODUCTS ARE:

- **NOT FDIC INSURED**
- **NOT INSURED BY ANY FEDERAL OR GOVERNMENT AGENCY**
- **NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, ANY BANK OR ITS AFFILIATES**

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1076466-00004-00 Ed. 08/2025

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