

EMPOWERING BLACK AMERICANS ▶ TO CREATE GENERATIONAL WEALTH ▶



FOR DECADES, PRUDENTIAL HAS BEEN DEDICATED TO MEETING THE NEEDS OF EACH AND EVERY CUSTOMER AND DOING OUR PART TO HELP THEM PROSPER. NOW, WE'RE CONTINUING THIS COMMITMENT WITH BLUEPRINTS TO BLACK WEALTH.

At Prudential, we recognize that now is a crucial moment for empowering Black Americans to build wealth. We know that Black Americans are eager to invest in their financial futures and create pathways to wealth.

We are meeting this moment with Blueprints to Black Wealth. By expanding Black Americans' access to financial tools and services, including life insurance, we are helping them protect, grow, and sustain their wealth.

HOW CAN BLUEPRINTS TO BLACK WEALTH HELP YOU?



Connecting you with trusted financial professionals who can help you make the best decisions for yourself and your family.



Empowering you with education and guidance so you can create your own blueprint for achieving the financial future you want.



Expanding access to the financial tools and life insurance products you may need to help you build wealth and ensure that wealth is passed down to future generations.

DID YOU KNOW THAT OVER

76%

OF BLACK AMERICANS ARE COMMITTED TO ACHIEVING FINANCIAL FREEDOM AND PASSING DOWN WEALTH TO THEIR FAMILIES?*

Blueprints to Black Wealth was created to help make that happen. Prudential has helped more people own various assets, achieve financial success, and build lasting wealth for generations.

*LIMRA 2023 Barometer Report

INVESTMENT AND INSURANCE PRODUCTS ARE:

- NOT FDIC INSURED
- NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY
- NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, ANY BANK OR ITS AFFILIATES
- SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED



**BLUEPRINTS
TO BLACK WEALTH®**

STRENGTHENING YOUR COMMUNITIES THROUGH ONGOING INVESTMENT

OVER \$1 BILLION

invested in Newark to address education disparities, bolster Black-owned businesses, and generate jobs.

STRATEGIC PARTNERSHIPS

with local and national organizations dedicated to honoring, protecting, empowering, and embracing Black communities.

\$475 MILLION

committed over four decades to promote racial equity and justice nationwide.



QUESTIONS?

Please scan the QR code for more information about how Blueprints to Black Wealth can help you.

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