



## NEWS RELEASE

# Prudential Investments launches Plan Power<sup>SM</sup> iPad app to analyze retirement plan wellness

**NEWARK, N.J., Jan. 31, 2017**– Prudential Investments has launched a proprietary app called Plan Power, designed to help financial advisors serve defined contribution clients. The new iPad app helps plan sponsors evaluate their plan wellness and explore how modifying plan design could boost participants' retirement readiness and overall financial wellness. Prudential Investments is the retail distribution arm of PGIM, the \$1 trillion global investment management business of Prudential Financial, Inc.<sup>i</sup> (NYSE: PRU).

Prudential Investments, which managed \$81 billion in assets as of Sept. 30, 2016, has ranked among the top five fastest organically growing mutual fund families over the past eight years.<sup>ii</sup>

### Scoring retirement plan effectiveness

Available through the Apple App Store, Plan Power is the first app of its kind to help sponsors gauge the health of their plans without requiring detailed participant data. The tool looks beyond plan expenses and investment performance, taking a holistic approach to plan wellness. By analyzing a full range of plan design factors, Plan Power provides a score. This score measures how well the plan is balancing optimal retirement outcomes for participants with how much sponsors are spending to achieve those outcomes. The app also allows advisors and sponsors to run real-time scenarios with actionable ideas to evaluate the impact of potential plan changes.

"Participants can't be expected to achieve individual financial wellness if they are investing in a poorly designed or inefficient retirement plan," said Stuart Parker, president of Prudential Investments. "By focusing on plan wellness, advisors and plan sponsors can lay the groundwork for a sound plan that helps participants achieve successful retirement outcomes."

Powered by Prudential Retirement's proprietary actuarial, plan design and data analytics expertise, the Plan Power app analyzes:

- Plan characteristics, including matching, auto enrollment and escalation, which influence positive employee participation
- Investment selections, including the plan's Qualified Default Investment Alternatives and lifetime income options
- Projected employee account balances at retirement
- Cost efficiency, in terms of money spent on plan design and results achieved for participants

Alongside the app, Prudential Investments offers its perspective through "[The Power of Plan Wellness](#)," to discuss how defined contribution plan features can encourage positive participant behavior.

Financial advisors and plan sponsors can download the app through the Apple App Store by searching for 'Prudential Plan Power' on their iPads. To activate the app, users must contact a Prudential Retirement Investment Services representative at 877-275-9786.

**About PGIM and Prudential Financial, Inc.**

With 13 consecutive years of positive third-party institutional net flows, PGIM, the global asset management businesses of Prudential Financial, Inc. (NYSE: PRU), ranks among the top 10 largest asset managers in the world with more than \$1 trillion in assets under management as of Sept. 30, 2016.<sup>iii</sup> PGIM's businesses offer a range of investment solutions for retail and institutional investors around the world across a broad range of asset classes, including fundamental equity, quantitative equity, public fixed income, private fixed income, real estate and commercial mortgages. Its businesses have offices in 16 countries across five continents.

Prudential's additional businesses offer a variety of products and services, including life insurance, annuities and retirement-related services. For more information about PGIM, please visit <https://www.pgim.com>. For more information about Prudential, please visit [www.news.prudential.com](http://www.news.prudential.com).

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Investing involves risks. Some investments have more risk than others. The investment return and principal value will fluctuate and the investment, when sold, may be worth more or less than the original cost and it is possible to lose money.

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<sup>i</sup> Data is as of Sept. 30, 2016.

<sup>ii</sup> Source: Simfund, as of Sept. 30, 2016, among top 50 U.S. mutual fund competitors between 2008 and 3Q 2016.

<sup>iii</sup> Prudential Financial ranks 9 out of 600 money managers. Source: *Pensions & Investments* Top Money Manager's list, May 30, 2016.