It’s a guaranteed boost for a client’s retirement savings.

NEW 10% DOLLAR COST AVERAGING RATE SPECIAL!

*Because the rate will be applied to a declining balance over a 6-month period the actual return will be 1.99%.

Starting April 15, 2020 and available for a limited time, you can offer clients a 10% 6-month DCA Rate Special on Prudential Premier® Investment B Series Variable Annuities.

- Help clients manage uncertainty with predictable growth, and help smooth out some volatility by investing at different times
- Opportunity to invest in more than 50 leading-edge and actively managed investment options with tax-deferred growth potential
- Minimum allocation $2,000
- Eligible on both new and existing contracts
- All or part of the purchase payment may be allocated to the DCA account. Limitations on total payments apply

Contact your Prudential Annuities Wholesaler or call the National Sales Desk at 800-513-0805 for more information.
DCA special rate is effective 4/15/2020 and can be discontinued at any time without notice. The 10% DCA special rate is an annualized rate – the annual effective yield over one year. In the unlikely event contract charges are deducted from the DCA account, the expected effective rate shown above would be less. A Market Value Adjustment will apply to any withdrawals from the fixed account before the end of the 6-month period. At the end of the 6-month period, all monies have been transferred out of the fixed account into the designated subaccounts. There is no guarantee that Dollar Cost Averaging will result in a profit or protect against a loss in a declining market.

Premier Investment Variable Annuity may not be approved in all states or with all firms.

All guarantees, including optional benefits, are backed by the claims-paying ability of the issuing company and do not apply to the underlying investment options.

Investors should consider the features of the contract and the underlying portfolios' investment objectives, policies, management, risks, charges and expenses carefully before investing. This and other important information is contained in the prospectus, which can be obtained by contacting the National Sales Desk. Clients should read the prospectus carefully before investing.

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A variable annuity is a long-term investment designed for retirement purposes. Investment returns and the principal value of an investment will fluctuate so that an investor's units, when redeemed, may be worth more or less than the original investment. Withdrawals or surrenders may be subject to contingent deferred sales charges.

Please note that if your clients are investing in this Annuity through a tax-advantaged retirement plan (such as an Individual Retirement Account or 401(k) plan), they will get no additional tax advantage through the Annuity itself. If your clients are investing through a tax-advantaged plan, they should consult their tax advisor to determine whether the features of this Annuity, such as the optional Return of Purchase Payments Death Benefit, the annuitization options and the investment options, make the Annuity an appropriate investment for their needs.

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