

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2004

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US ⁽¹⁾			Asia ⁽¹⁾			Total		
	FY 2004	FY 2003	+/- (%)	FY 2004	FY 2003	+/- (%)	FY 2004	FY 2003	+/- (%)	FY 2004	FY 2003	+/- (%)
	£m	£m		£m	£m		£m	£m		£m	£m	
Total Insurance Products	6,538	4,129	58%	4,420	3,628	22%	1,172	901	30%	12,130	8,658	40%
Total Investment Products - Gross Inflows ⁽²⁾	5,845	3,797	54%	-	-	-	18,845	16,864	12%	24,690	20,661	20%
Group Total	12,383	7,926	56%	4,420	3,628	22%	20,017	17,765	13%	36,820	29,319	26%

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents ⁽³⁾		
	FY 2004	FY 2003	+/- (%)	FY 2004	FY 2003	+/- (%)	FY 2004	FY 2003	+/- (%)	FY 2004	FY 2003	+/- (%)
	£m	£m		£m	£m		£m	£m		£m	£m	
UK Insurance Operations :⁽⁴⁾												
<i>Direct to Customer:</i>												
Individual Pensions	8	9	(11%)	8	9	(11%)	16	18	(11%)	9	10	(10%)
Life - With Profit Bond	11	13	(15%)	1	1	0%	12	14	(14%)	2	2	0%
Life - Other	-	-	-	1	2	(50%)	1	2	(50%)	1	2	(50%)
Individual Annuities	630	657	(4%)	-	-	-	630	657	(4%)	63	66	(5%)
Sub-Total	649	679	(4%)	10	12	(17%)	659	691	(5%)	75	80	(6%)
DWP Rebates	265	280	(5%)	-	-	-	265	280	(5%)	27	28	(4%)
Total	914	959	(5%)	10	12	(17%)	924	971	(5%)	101	108	(6%)
<i>Business to Business:</i>												
Corporate Pensions	153	168	(9%)	137	127	8%	290	295	(2%)	152	144	6%
Individual Annuities	229	223	3%	-	-	-	229	223	3%	23	22	5%
Bulk Annuities	474	287	65%	-	-	-	474	287	65%	47	29	62%
Total	856	678	26%	137	127	8%	993	805	23%	223	195	14%
<i>Intermediated Distribution :</i>												
Individual Pensions	55	53	4%	17	23	(26%)	72	76	(5%)	23	28	(18%)
Corporate Pensions	134	67	100%	8	6	33%	142	73	95%	21	13	62%
Life - With Profit Bond	231	450	(49%)	-	-	-	231	450	(49%)	23	45	(49%)
Life - Other Bond	770	366	110%	-	-	-	770	366	110%	77	37	108%
Life - Other	-	2	-	5	22	(77%)	5	24	(79%)	5	22	(77%)
Individual Annuities	1,180	828	43%	-	-	-	1,180	828	43%	118	83	42%
Sub-Total	2,370	1,766	34%	30	51	(41%)	2,400	1,817	32%	267	228	17%
DWP Rebates	89	103	(14%)	-	-	-	89	103	(14%)	9	10	(10%)
Total	2,459	1,869	32%	30	51	(41%)	2,489	1,920	30%	276	238	16%
<i>Partnerships :</i>												
Life - With Profit Bond	3	46	(93%)	-	-	-	3	46	(93%)	0	5	(100%)
Life - Other	787	247	219%	2	-	-	789	247	219%	81	25	224%
Individual Annuities	141	52	171%	-	-	-	141	52	171%	14	5	180%
Bulk Annuities	1,108	-	-	-	-	-	1,108	-	-	111	-	-
Total	2,039	345	491%	2	-	-	2,041	345	492%	206	35	489%
Total :												
Individual Pensions	63	62	2%	25	32	(22%)	88	94	(6%)	31	38	(18%)
Corporate Pensions	287	235	22%	145	133	9%	432	368	17%	174	157	11%
Life - With Profit Bond	245	509	(52%)	1	1	0%	246	510	(52%)	26	52	(50%)
Life - Other Bond	770	366	110%	-	-	-	770	366	110%	77	37	108%
Life - Other	787	249	216%	8	24	(67%)	795	273	191%	87	49	78%
Individual Annuities	2,180	1,760	24%	-	-	-	2,180	1,760	24%	218	176	24%
Bulk Annuities	1,582	287	451%	-	-	-	1,582	287	451%	158	29	445%
Sub-Total	5,914	3,468	71%	179	190	(6%)	6,093	3,658	67%	770	537	43%
DWP Rebates	354	383	(8%)	-	-	-	354	383	(8%)	35	38	(8%)
Total UK Insurance Operations	6,268	3,851	63%	179	190	(6%)	6,447	4,041	60%	806	575	40%
<i>European Insurance Operations :⁽¹⁾</i>												
Insurance Products	89	88	1%	2	-	-	91	88	3%	11	9	22%
Total European Insurance Operations	89	88	1%	2	-	-	91	88	3%	11	9	22%
Total UK & European Insurance Operations	6,357	3,939	61%	181	190	(5%)	6,538	4,129	58%	817	584	40%
<i>US Insurance Operations :⁽¹⁾</i>												
Fixed Annuities	1,130	1,227	(8%)	-	-	-	1,130	1,227	(8%)	113	123	(8%)
Equity-Linked Indexed Annuities	429	228	88%	-	-	-	429	228	88%	43	23	87%
Variable Annuities	1,981	1,728	15%	-	-	-	1,981	1,728	15%	198	173	14%
Life	16	-	-	12	12	0%	28	12	133%	14	12	17%
Sub-Total Retail	3,556	3,183	12%	12	12	0%	3,568	3,195	12%	368	330	12%
Guaranteed Investment Contracts	180	163	10%	-	-	-	180	163	10%	18	16	13%
GIC - Medium Term Note	672	270	149%	-	-	-	672	270	149%	67	27	148%
Total US Insurance Operations	4,408	3,616	22%	12	12	0%	4,420	3,628	22%	453	374	21%
<i>Asian Insurance Operations :⁽¹⁾</i>												
China	9	6	50%	16	10	60%	25	16	56%	17	10	70%
Hong Kong	255	169	51%	78	74	5%	333	243	37%	104	91	14%
India (@26%)	5	4	25%	33	15	120%	38	19	100%	34	15	127%
Indonesia	38	23	65%	28	27	4%	66	49	35%	32	29	10%
Japan	17	9	89%	7	34	(79%)	24	43	(44%)	9	34	(74%)
Korea	36	18	100%	60	28	114%	96	46	109%	64	30	113%
Malaysia	7	10	(30%)	61	53	15%	68	63	8%	62	54	15%
Singapore	199	168	18%	47	53	(11%)	246	221	11%	67	70	(4%)
Taiwan	88	26	238%	143	121	18%	231	147	57%	152	124	23%
Other ⁽⁵⁾	8	6	33%	37	48	(23%)	45	54	(17%)	38	48	(21%)
Total Asian Insurance Operations	662	439	51%	510	462	10%	1,172	901	30%	576	506	14%
Group Total	11,427	7,994	43%	703	664	6%	12,130	8,658	40%	1,846	1,464	26%