

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2004

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US ^(1b)			Asia ^(1b)			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	4,128	58%	4,420	4,066	9%	1,172	989	19%	12,130	9,183	32%
Total Investment Products - Gross Inflows ⁽²⁾	5,845	3,797	54%	-	-	-	18,845	18,157	4%	24,690	21,954	12%
Group Total	12,383	7,925	56%	4,420	4,066	9%	20,017	19,146	5%	36,820	31,137	18%

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 : ^(1b)</i>												
Insurance Products	89	87	2%	2	-	-	91	87	5%	11	9	22%
Total European Insurance Operations	89	87	2%	2	-	-	91	87	5%	11	9	22%
Total UK & European Insurance Operations	6,357	3,938	61%	181	190	(5%)	6,538	4,128	58%	817	584	40%
<i>US Insurance Operations : ^(1b)</i>												
Fixed Annuities	1,130	1,375	(18%)	-	-	-	1,130	1,375	(18%)	113	138	(18%)
Equity-Linked Indexed Annuities	429	255	68%	-	-	-	429	255	68%	43	25	72%
Variable Annuities	1,981	1,937	2%	-	-	-	1,981	1,937	2%	198	194	2%
Life	16	-	-	12	13	(8%)	28	13	115%	14	13	8%
Sub-Total Retail	3,556	3,567	(0%)	12	13	(8%)	3,568	3,580	(0%)	368	370	(1%)
Guaranteed Investment Contracts	180	183	(2%)	-	-	-	180	183	(2%)	18	18	0%
GIC - Medium Term Note	672	303	122%	-	-	-	672	303	122%	67	30	123%
Total US Insurance Operations	4,420	4,053	9%	12	13	(8%)	4,420	4,066	9%	453	418	8%
<i>Asian Insurance Operations : ^(1b)</i>												
China	9	7	29%	16	11	45%	25	18	39%	17	12	42%
Hong Kong	255	189	35%	78	83	(6%)	333	272	22%	104	102	2%
India (@26%)	5	4	25%	33	16	106%	38	20	90%	34	16	113%
Indonesia	38	27	41%	28	31	(10%)	66	58	14%	32	34	(6%)
Japan	17	9	89%	7	35	(80%)	24	44	(45%)	9	36	(75%)
Korea	36	19	89%	60	30	100%	96	49	96%	64	32	100%
Malaysia	7	11	(36%)	61	59	3%	68	70	(3%)	62	60	3%
Singapore	199	181	10%	47	57	(18%)	246	238	3%	67	75	(11%)
Taiwan	88	28	214%	143	132	8%	231	160	44%	152	135	13%
Other ⁽⁵⁾	8	7	14%	37	53	(30%)	45	60	(25%)	38	54	(30%)
Total Asian Insurance Operations	662	482	37%	510	507	1%	1,172	989	19%	576	555	4%
Group Total	11,427	8,473	35%	703	710	(1%)	12,130	9,183	32%	1,846	1,557	19%