

There's

more

to Prudential

Prudential Group Capturing sustainable value

Delivering on our
strategy & priorities

**RETIREMENT-LED
STRATEGY**

Robust & sustainable
value creation

Strong momentum in
operating performance

Prudential Group

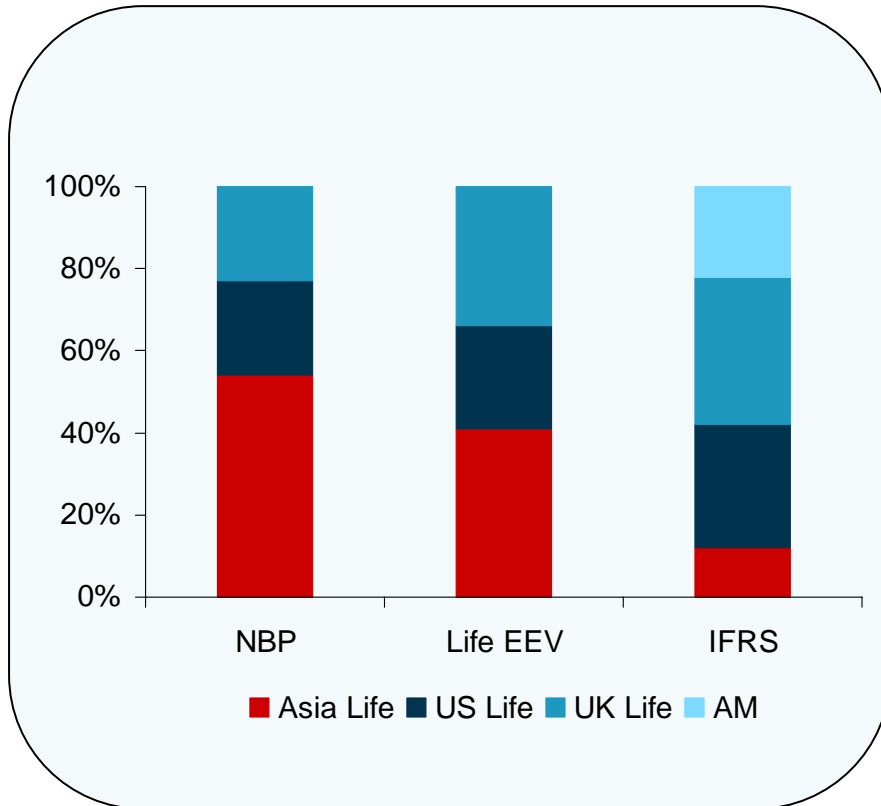
Capturing sustainable value

- Prudential Corporation Asia
- UK – retail sales growth of 4%
 - clear strategy and delivery
- US – shift from VA to FA
 - overall fall in new business sales of 7%
- Asset Management
 - net in flows
 - flight to quality
- Operating model

Group Review

Diversified earnings and Increasingly International

2007 contribution to profit



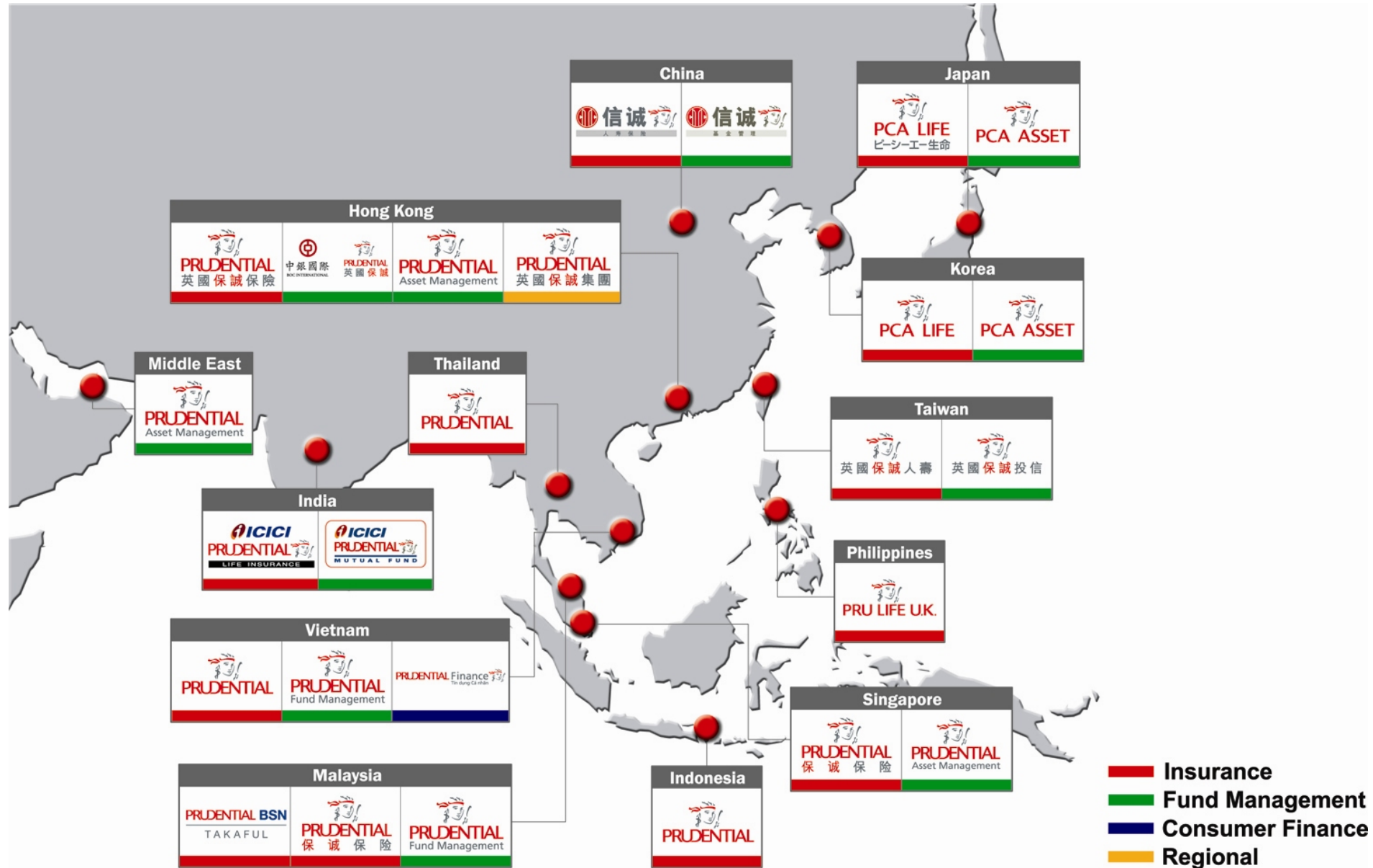
- **Over 75% of new business profit generated overseas**
 - High growth in Asia and the US
 - Value driven positioning in UK
- **Two-thirds of Life EEV operating profit generated overseas**
 - Rapidly growing Asian in-force
- **Approaching 50% of IFRS operating profit generated overseas**
 - UK life; strong with-profits and growing annuity profits
 - Continuing investment in developing markets in Asia
 - Asset Management; rapid growth in M&G and in Asia

NBP: Life new business profit

Life EEV: Life EEV operating profit before tax; including Asia development costs

IFRS: IFRS operating profit on continuing operations before central items and restructuring costs

Broad geographic footprint across Asia



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