

Prudential plc - consensus of analyst estimates for FY2025

	FY25E		
	Consensus	High	Low
	\$m	\$m	\$m
Embedded value metrics (TEV basis)			
APE new sales	6,729	6,885	6,611
New business profit (NBP) incl. central costs allocated to new business	2,749	2,796	2,689
NBP margin (% of APE)	41%	42%	40%
Gross OFSG (Life and asset management)	3,051	3,128	2,923
IFRS metrics			
Insurance business	3,623	3,756	3,502
Eastspring	323	338	297
Other income and expenditure & restructuring costs	(624)	(529)	(690)
Adjusted operating profit (pre-tax)	3,322	3,524	3,235
IFRS operating profit after tax (OPAT)	2,596	2,716	2,521
Per share metrics			
IFRS OPAT per share (cents)	100.0	104.0	96.7
Dividend per share (cents)	26.23	27.1	25.2
Number of analysts contributing to consensus	13		

Disclaimer

Consensus financial estimates set out above are presented as of 5 February 2026. The consensus estimates are line-by-line averages based on estimates received by Prudential plc ('Prudential') from certain independent analysts covering Prudential.

13 analysts' forecasts have been included in the consensus for full year 2025. Prudential excluded submissions where estimates have not been updated following the last reported quarterly results, have not been updated to reflect significant announcements or events or contain a manifest error. The selection of the analysts included in the consensus figures has not been made on the basis of the analysts' opinions, forecasts, estimates, projections, predictions or recommendations in respect of Prudential.

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