

Prudential plc - consensus of analyst estimates for HY2025

	HY25E		
	Consensus	High	Low
	\$m	\$m	\$m
Embedded value metrics (TEV basis)			
APE new sales	3,273	3,313	3,215
New business profit (NBP) incl. central costs allocated to new business	1,244	1,270	1,202
NBP margin (% of APE)	38.0%	38.8%	36.8%
Gross OFSG (Life and asset management)	1,472	1,511	1,450
IFRS metrics			
Insurance business	1,758	1,818	1,687
Eastspring	163	168	158
Other income and expenditure & restructuring costs	(291)	(265)	(313)
Adjusted operating profit (pre-tax)	1,630	1,697	1,554
Per share metrics			
IFRS OPAT per share (cents)	48.5	49.8	46.5
Dividend per share (cents)	7.71	7.75	7.70
Number of analysts contributing to consensus			7