

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US ^(1a)			Asia ^(1a)			Total		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)
Total Insurance Products	3,754	5,303	(29%)	4,989	4,162	20%	2,045	1,252	63%	10,788	10,717	1%
Total Investment Products - Gross Inflows ⁽²⁾	10,812	9,981	8%	33	-	-	27,945	14,095	98%	38,790	24,076	61%
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,162</u>	<u>21%</u>	<u>29,990</u>	<u>15,347</u>	<u>95%</u>	<u>49,578</u>	<u>34,793</u>	<u>42%</u>

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents ⁽³⁾		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%	103	97	6%
Direct and Partnership Annuities	658	501	31%	-	-	-	658	501	31%	66	50	32%
Intermediated Annuities	449	404	11%	-	-	-	449	404	11%	45	40	13%
Total Individual Annuities	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>214</u>	<u>188</u>	<u>14%</u>
Equity Release	108	55	96%	-	-	-	108	55	96%	11	6	83%
Individual Pensions	27	16	69%	1	-	-	28	16	75%	4	2	100%
Corporate Pensions	121	53	128%	58	39	49%	179	92	95%	70	44	59%
Unit Linked Bonds	200	303	(34%)	-	-	-	200	303	(34%)	20	30	(33%)
With-Profit Bonds	183	90	103%	-	-	-	183	90	103%	18	9	100%
Protection	-	2	-	3	9	(67%)	3	11	(73%)	3	9	(67%)
Offshore Products	305	440	(31%)	3	-	-	308	440	(30%)	34	44	(23%)
Total Retail Retirement	<u>3,081</u>	<u>2,836</u>	<u>9%</u>	<u>65</u>	<u>48</u>	<u>35%</u>	<u>3,146</u>	<u>2,884</u>	<u>9%</u>	<u>373</u>	<u>332</u>	<u>12%</u>
Corporate Pensions	168	188	(11%)	86	81	6%	254	269	(6%)	103	100	3%
Other Products	143	180	(21%)	20	19	5%	163	199	(18%)	34	37	(8%)
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	13	16	(19%)
Total Mature Life and Pensions	<u>440</u>	<u>529</u>	<u>(17%)</u>	<u>106</u>	<u>100</u>	<u>6%</u>	<u>546</u>	<u>629</u>	<u>(13%)</u>	<u>150</u>	<u>153</u>	<u>(2%)</u>
Total Retail	<u>3,521</u>	<u>3,365</u>	<u>5%</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,692</u>	<u>3,513</u>	<u>5%</u>	<u>523</u>	<u>485</u>	<u>8%</u>
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)	5	130	(96%)
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)	2	49	(96%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>529</u>	<u>664</u>	<u>(20%)</u>
Channel Summary												
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%	325	286	14%
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%	186	182	2%
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)	6	179	(97%)
Sub-Total	<u>3,454</u>	<u>4,994</u>	<u>(31%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,625</u>	<u>5,142</u>	<u>(30%)</u>	<u>516</u>	<u>647</u>	<u>(20%)</u>
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	13	16	(19%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>529</u>	<u>664</u>	<u>(20%)</u>
US Insurance Operations ^(1a)												
Fixed Annuities	421	473	(11%)	-	-	-	421	473	(11%)	42	47	(11%)
Fixed Index Annuities	342	399	(14%)	-	-	-	342	399	(14%)	34	40	(15%)
Variable Annuities	3,417	2,571	33%	-	-	-	3,417	2,571	33%	342	257	33%
Life	5	5	0%	13	12	8%	18	17	6%	14	13	8%
Sub-Total Retail	<u>4,185</u>	<u>3,448</u>	<u>21%</u>	<u>13</u>	<u>12</u>	<u>8%</u>	<u>4,198</u>	<u>3,460</u>	<u>21%</u>	<u>432</u>	<u>357</u>	<u>21%</u>
Guaranteed Investment Contracts	260	297	(12%)	-	-	-	260	297	(12%)	26	30	(13%)
GIC - Medium Term Note	531	405	31%	-	-	-	531	405	31%	53	41	29%
Total US Insurance Operations	<u>4,976</u>	<u>4,150</u>	<u>20%</u>	<u>13</u>	<u>12</u>	<u>8%</u>	<u>4,989</u>	<u>4,162</u>	<u>20%</u>	<u>511</u>	<u>427</u>	<u>20%</u>
Asian Insurance Operations ^(1a)												
China	55	21	162%	33	20	65%	88	41	115%	39	22	77%
Hong Kong	323	204	58%	82	62	32%	405	266	52%	114	82	39%
India ⁽⁶⁾	20	14	43%	124	76	63%	144	90	60%	126	77	64%
Indonesia	65	16	306%	71	45	58%	136	61	123%	78	47	66%
Japan	82	37	122%	16	3	433%	98	40	145%	24	7	243%
Korea	119	72	65%	180	146	23%	299	218	37%	192	153	25%
Malaysia	20	3	567%	49	47	4%	69	50	38%	51	47	9%
Singapore	425	260	63%	46	45	2%	471	305	54%	89	71	25%
Taiwan	99	52	90%	162	96	90%	261	148	90%	192	101	90%
Other ⁽⁴⁾	21	9	133%	33	24	38%	54	33	64%	35	25	40%
Total Asian Insurance Operations	<u>1,229</u>	<u>688</u>	<u>79%</u>	<u>816</u>	<u>564</u>	<u>45%</u>	<u>2,045</u>	<u>1,252</u>	<u>63%</u>	<u>939</u>	<u>633</u>	<u>48%</u>
Group Total	<u>9,788</u>	<u>9,993</u>	<u>(2%)</u>	<u>1,000</u>	<u>724</u>	<u>38%</u>	<u>10,788</u>	<u>10,717</u>	<u>1%</u>	<u>1,979</u>	<u>1,723</u>	<u>15%</u>

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US ^(1b)			Asia ^(1b)			Total		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)
Total Insurance Products	3,754	5,303	(29%)	4,989	4,548	10%	2,045	1,334	53%	10,788	11,185	(4%)
Total Investment Products - Gross Inflows ⁽²⁾	10,812	9,981	8%	33	-	-	27,945	14,694	90%	38,790	24,675	57%
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,548</u>	<u>10%</u>	<u>29,990</u>	<u>16,028</u>	<u>87%</u>	<u>49,578</u>	<u>35,860</u>	<u>38%</u>

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents ⁽³⁾		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/(%)
UK Insurance Operations												
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Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%	103	97	6%
Direct and Partnership Annuities	658	501	31%	-	-	-	658	501	31%	66	50	32%
Intermediated Annuities	449	404	11%	-	-	-	449	404	11%	45	40	13%
Total Individual Annuities	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>214</u>	<u>188</u>	<u>14%</u>
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Total Retail Retirement	<u>3,081</u>	<u>2,836</u>	<u>9%</u>	<u>65</u>	<u>48</u>	<u>35%</u>	<u>3,146</u>	<u>2,884</u>	<u>9%</u>	<u>373</u>	<u>332</u>	<u>12%</u>
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Total Mature Life and Pensions	<u>440</u>	<u>529</u>	<u>(17%)</u>	<u>106</u>	<u>100</u>	<u>6%</u>	<u>546</u>	<u>629</u>	<u>(13%)</u>	<u>150</u>	<u>153</u>	<u>(2%)</u>
Total Retail	<u>3,521</u>	<u>3,365</u>	<u>5%</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,692</u>	<u>3,513</u>	<u>5%</u>	<u>523</u>	<u>485</u>	<u>8%</u>
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)	5	130	(96%)
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)	2	49	(96%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>529</u>	<u>664</u>	<u>(20%)</u>
Channel Summary												
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%	325	286	14%
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%	186	182	2%
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)	6	179	(97%)
Sub-Total	<u>3,454</u>	<u>4,994</u>	<u>(31%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,625</u>	<u>5,142</u>	<u>(30%)</u>	<u>516</u>	<u>647</u>	<u>(20%)</u>
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	13	16	(19%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>529</u>	<u>664</u>	<u>(20%)</u>
US Insurance Operations ^(1b)												
Fixed Annuities	421	516	(18%)	-	-	-	421	516	(18%)	42	52	(19%)
Fixed Index Annuities	342	437	(22%)	-	-	-	342	437	(22%)	34	44	(23%)
Variable Annuities	3,417	2,809	22%	-	-	-	3,417	2,809	22%	342	281	22%
Life	5	6	(17%)	13	13	0%	18	19	(5%)	14	14	0%
Sub-Total Retail	<u>4,185</u>	<u>3,768</u>	<u>11%</u>	<u>13</u>	<u>13</u>	<u>0%</u>	<u>4,198</u>	<u>3,781</u>	<u>11%</u>	<u>432</u>	<u>390</u>	<u>11%</u>
Guaranteed Investment Contracts	260	325	(20%)	-	-	-	260	325	(20%)	26	33	(21%)
GIC - Medium Term Note	531	442	20%	-	-	-	531	442	20%	53	44	20%
Total US Insurance Operations	<u>4,976</u>	<u>4,535</u>	<u>10%</u>	<u>13</u>	<u>13</u>	<u>0%</u>	<u>4,989</u>	<u>4,548</u>	<u>10%</u>	<u>511</u>	<u>467</u>	<u>9%</u>
Asian Insurance Operations ^(1b)												
China	55	22	150%	33	21	57%	88	43	105%	39	23	70%
Hong Kong	323	224	44%	82	68	21%	405	292	39%	114	90	27%
India ⁽⁶⁾	20	14	43%	124	77	61%	144	91	58%	126	78	62%
Indonesia	65	17	282%	71	49	45%	136	66	106%	78	51	53%
Japan	82	41	100%	16	3	433%	98	44	123%	24	7	243%
Korea	119	76	57%	180	155	16%	299	231	29%	192	163	18%
Malaysia	20	3	567%	49	48	2%	69	51	35%	51	48	6%
Singapore	425	271	57%	46	47	(2%)	471	318	48%	89	74	20%
Taiwan	99	58	71%	182	106	72%	281	164	71%	192	112	71%
Other ⁽⁴⁾	21	9	133%	33	25	32%	54	34	59%	35	26	35%
Total Asian Insurance Operations	<u>1,229</u>	<u>735</u>	<u>67%</u>	<u>816</u>	<u>599</u>	<u>36%</u>	<u>2,045</u>	<u>1,334</u>	<u>53%</u>	<u>939</u>	<u>673</u>	<u>40%</u>
Group Total	<u>9,788</u>	<u>10,425</u>	<u>(6%)</u>	<u>1,000</u>	<u>760</u>	<u>32%</u>	<u>10,788</u>	<u>11,185</u>	<u>(4%)</u>	<u>1,979</u>	<u>1,803</u>	<u>10%</u>

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

INVESTMENT OPERATIONS

	Opening FUM £m	Gross Inflows £m	Redemptions £m	Net Inflows £m	Other Movements £m	Market & Currency Movements £m	Net Movement In FUM £m	Closing FUM £m
2007								
M&G								
Retail	19,176	6,590	(4,174)	2,416	-	692	3,108	22,284
Institutional ⁽⁵⁾	25,770	4,222	(3,045)	1,177	(123)	799	1,853	27,623
Total M&G	44,946	10,812	(7,219)	3,593	(123)	1,491	4,961	49,907
Asia ⁽⁶⁾								
India	1,290	827	(812)	15	89	300	404	1,694
Taiwan	969	1,504	(1,080)	424	-	174	598	1,567
Korea	2,952	1,858	(1,825)	33	(130)	473	376	3,328
Japan	2,816	1,544	(814)	730	-	122	852	3,668
Other Mutual Fund Operations	1,468	1,160	(925)	235	62	288	585	2,053
Total Asian Equity/Bond/Other	9,495	6,893	(5,456)	1,437	21	1,357	2,815	12,310
MMF								
India	709	17,604	(16,828)	776	(152)	132	756	1,465
Taiwan	467	1,512	(1,348)	164	-	(16)	148	615
Korea	609	1,669	(1,741)	(72)	(21)	6	(87)	522
Other Mutual Fund Operations	133	246	(171)	75	-	-	75	208
Total Asian MMF	1,918	21,031	(20,088)	943	(173)	122	892	2,810
Total Asia Retail Mutual Funds	11,413	27,924	(25,544)	2,380	(152)	1,479	3,707	15,120
Third Party Institutional Mandates	840	21	(27)	(6)	-	146	140	980
Total Asian Investment Operations	12,253	27,945	(25,571)	2,374	(152)	1,625	3,847	16,100
US								
Retail	-	33	(2)	31	-	1	32	32
Total US	-	33	(2)	31	-	1	32	32
Total Investment Products	57,199	38,790	(32,792)	5,998	(275)	3,117	8,840	66,039
2006								
M&G								
Retail	14,627	5,147	(2,597)	2,550	-	592	3,142	17,769
Institutional ⁽⁵⁾	21,568	4,834	(2,275)	2,559	147	215	2,921	24,489
Total M&G	36,195	9,981	(4,872)	5,109	147	807	6,063	42,258
Asia ⁽⁶⁾								
India	1,005	647	(495)	152	(32)	(127)	(7)	998
Taiwan	632	668	(599)	69	-	(10)	59	691
Korea	2,269	2,486	(1,522)	964	(270)	5	699	2,968
Japan	2,695	798	(749)	49	-	(171)	(122)	2,573
Other Mutual Fund Operations	1,037	587	(421)	166	-	(10)	156	1,193
Total Asia Equity/Bond/Other	7,638	5,186	(3,786)	1,400	(302)	(313)	785	8,423
MMF								
India	461	6,690	(6,444)	246	9	111	366	827
Taiwan	667	1,082	(1,199)	(117)	-	(48)	(165)	502
Korea	534	1,515	(1,535)	(20)	(17)	6	(31)	503
Other Mutual Fund Operations	143	141	(134)	7	-	(9)	(2)	141
Total Asian MMF	1,805	9,428	(9,312)	116	(8)	60	166	1,973
Total Asia Retail Mutual Funds	9,443	14,614	(13,088)	1,516	(310)	(253)	953	10,396
Third Party Institutional Mandates	691	80	(37)	43	-	24	67	758
Total Asian Investment Operations	10,134	14,694	(13,135)	1,559	(310)	(229)	1,020	11,154
US								
Retail	-	-	-	-	-	-	-	-
Total US	-	-	-	-	-	-	-	-
Total Investment Products	46,329	24,675	(18,007)	6,668	(163)	578	7,083	53,412
2007 Movement Relative to 2006								
M&G								
Retail	31%	28%	(61%)	(5%)	-	17%	(1%)	25%
Institutional	19%	(13%)	(34%)	(54%)	(184%)	272%	(37%)	13%
Total M&G	24%	8%	(46%)	(30%)	(184%)	85%	(16%)	18%
Asia ⁽⁶⁾								
India	28%	28%	(64%)	(90%)	378%	336%	5,871%	70%
Taiwan	53%	125%	(80%)	514%	-	1,840%	914%	127%
Korea	30%	(25%)	(20%)	(97%)	52%	9,360%	(46%)	12%
Japan	4%	93%	(9%)	1,390%	-	171%	798%	43%
Other Mutual Fund Operations	42%	98%	(120%)	42%	-	2,980%	275%	72%
Total Asia Equity/Bond/Other	24%	33%	(44%)	3%	107%	534%	259%	46%
MMF								
India	54%	163%	(161%)	215%	(1,789%)	19%	107%	77%
Taiwan	(30%)	40%	(12%)	240%	-	67%	190%	23%
Korea	14%	10%	(13%)	(260%)	(24%)	0%	(181%)	4%
Other Mutual Fund Operations	(7%)	74%	(28%)	971%	-	-	3,850%	48%
Total Asian MMF	6%	123%	(116%)	713%	(2,063%)	103%	431%	42%
Total Asia Retail Mutual Funds	21%	91%	(95%)	57%	51%	685%	289%	45%
Third Party Institutional Mandates	22%	(74%)	27%	(114%)	-	508%	109%	29%
Total Asian Investment Operations	21%	90%	(95%)	52%	51%	810%	277%	44%
US ⁽⁷⁾								
Retail	-	-	-	-	-	-	-	-
Total US	-	-	-	-	-	-	-	-
Total Investment Products	23%	57%	(82%)	(10%)	(69%)	439%	25%	24%
US ⁽⁷⁾						2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)
Curian Capital								
External Funds Under Administration						1,632	1,059	54%

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 3 2006

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents ⁽²⁾		
	Q3 2007 £m	Q3 2006 £m	+/- (%)	Q3 2007 £m	Q3 2006 £m	+/- (%)	Q3 2007 £m	Q3 2006 £m	+/- (%)	Q3 2007 £m	Q3 2006 £m	+/- (%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	343	357	(4%)	-	-	-	343	357	(4%)	34	36	(6%)
Direct and Partnership Annuities	227	228	(0%)	-	-	-	227	228	(0%)	23	23	0%
Intermediated Annuities	167	157	6%	-	-	-	167	157	6%	17	16	6%
Total Individual Annuities	737	742	(1%)	-	-	-	737	742	(1%)	74	74	0%
Equity Release	41	25	64%	-	-	-	41	25	64%	4	3	33%
Individual Pensions	9	6	50%	1	-	-	10	6	67%	2	1	100%
Corporate Pensions	14	18	(22%)	16	7	129%	30	25	20%	17	9	89%
Unit Linked Bonds	62	90	(31%)	-	-	-	62	90	(31%)	6	9	(33%)
With-Profit Bonds	69	36	92%	-	-	-	69	36	92%	7	4	75%
Protection	-	-	-	1	3	(67%)	1	3	(67%)	1	3	(67%)
Offshore Products	100	79	27%	1	-	-	101	79	28%	11	8	38%
Total Retail Retirement	1,032	996	4%	19	10	90%	1,051	1,006	4%	122	110	11%
Corporate Pensions	58	23	152%	26	37	(30%)	84	60	40%	32	39	(18%)
Other Products	43	46	(7%)	7	6	17%	50	52	(4%)	11	11	0%
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	101	69	46%	33	43	(23%)	134	112	20%	43	50	(14%)
Total Retail	1,133	1,065	6%	52	53	(2%)	1,185	1,118	6%	165	160	3%
Wholesale Annuities	7	22	(68%)	-	-	-	7	22	(68%)	1	2	(50%)
Credit Life	2	178	(99%)	-	-	-	2	178	(99%)	-	18	-
Total UK Insurance Operations	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)	166	180	(8%)
Channel Summary												
Direct and Partnership	586	601	(2%)	45	46	(2%)	631	647	(2%)	104	106	(2%)
Intermediated	549	464	18%	7	7	0%	556	471	18%	62	53	17%
Wholesale	7	200	(97%)	-	-	-	7	200	(97%)	1	20	(95%)
Sub-Total	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)	166	180	(8%)
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)	166	180	(8%)
US Insurance Operations ⁽³⁾												
Fixed Annuities	130	203	(36%)	-	-	-	130	203	(36%)	13	20	(35%)
Fixed Index Annuities	122	144	(15%)	-	-	-	122	144	(15%)	12	14	(14%)
Variable Annuities	1,174	921	27%	-	-	-	1,174	921	27%	117	92	27%
Life	2	2	0%	4	5	(20%)	6	7	(14%)	4	5	(20%)
Sub-Total Retail	1,428	1,270	12%	4	5	(20%)	1,432	1,275	12%	147	132	11%
Guaranteed Investment Contracts	127	15	747%	-	-	-	127	15	747%	13	2	550%
GIC - Medium Term Note	(4)	104	(104%)	-	-	-	(4)	104	(104%)	-	10	-
Total US Insurance Operations	1,551	1,389	12%	4	5	(20%)	1,555	1,394	12%	159	144	10%
Asian Insurance Operations ⁽¹⁾⁽³⁾												
China	36	5	620%	13	8	63%	49	13	277%	17	9	89%
Hong Kong	124	85	46%	28	26	8%	152	111	37%	40	35	14%
India ⁽³⁾	4	3	33%	43	22	95%	47	25	88%	43	22	95%
Indonesia	30	6	400%	28	18	56%	58	24	142%	31	19	63%
Japan	30	18	67%	5	2	150%	35	20	75%	8	4	100%
Korea	47	18	161%	67	52	29%	114	70	63%	72	54	33%
Malaysia	11	1	1,000%	17	17	0%	28	18	56%	18	17	6%
Singapore	119	66	80%	16	18	(11%)	135	84	61%	28	25	12%
Taiwan	36	11	227%	46	32	44%	82	43	91%	50	33	52%
Other ⁽⁴⁾	8	3	167%	12	8	50%	20	11	82%	13	8	63%
Total Asian Insurance Operations	445	216	106%	275	203	35%	720	419	72%	320	225	42%
Group Total	3,138	2,870	9%	331	261	27%	3,469	3,131	11%	645	548	18%

INVESTMENT OPERATIONS

		Opening FUM £m	Gross Inflows £m	Redemptions £m	Net Inflows/ Movements £m	Other Currency Movements £m	Market & Movement In FUM £m	Net Movement In FUM £m	Closing FUM £m
M&G ⁽⁵⁾	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,142	1,283	49,907
	Q3 2006	40,135	3,186	(1,672)	1,514	105	504	2,123	42,258
	+/- (%)	21%	3%	(83%)	(85%)	(181%)	127%	(40%)	18%
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	758	1,443	15,120
	Q3 2006	10,262	4,596	(4,788)	(192)	(40)	366	134	10,396
	+/- (%)	33%	126%	(104%)	468%	48%	107%	977%	45%
Asia Third Party	Q3 2007	903	11	(5)	6	-	71	77	980
	Q3 2006	673	71	(29)	42	-	43	85	758
	+/- (%)	34%	(85%)	83%	(86%)	-	65%	(9%)	29%
US Retail Mutual Funds	Q3 2007	18	14	(1)	13	-	1	14	32
	Q3 2006	-	-	-	-	-	-	-	-
	+/- (%)	-	-	-	-	-	-	-	-
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,972	2,817	66,039
	Q3 2006	51,070	7,853	(6,489)	1,364	65	913	2,342	53,412
	+/- (%)	24%	75%	(98%)	(30%)	(263%)	116%	20%	24%

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 2 2007

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents ⁽¹⁾		
	Q3 2007 £m	Q 2 2007 £m	+/- (%)	Q3 2007 £m	Q 2 2007 £m	+/- (%)	Q3 2007 £m	Q 2 2007 £m	+/- (%)	Q3 2007 £m	Q 2 2007 £m	+/- (%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	343	362	(5%)	-	-	-	343	362	(5%)	34	36	(6%)
Direct and Partnership Annuities	227	226	0%	-	-	-	227	226	0%	23	23	0%
Intermediated Annuities	167	150	11%	-	-	-	167	150	11%	17	15	13%
Total Individual Annuities	737	738	(0%)	-	-	-	737	738	(0%)	74	74	0%
Equity Release	41	33	24%	-	-	-	41	33	24%	4	3	33%
Individual Pensions	9	9	0%	1	-	-	10	9	11%	2	1	100%
Corporate Pensions	14	22	(36%)	16	24	(33%)	30	46	(35%)	17	26	(35%)
Unit Linked Bonds	62	67	(7%)	-	-	-	62	67	(7%)	6	7	(14%)
With-Profit Bonds	69	58	19%	-	-	-	69	58	19%	7	6	17%
Protection	-	-	-	1	1	0%	1	1	0%	1	1	0%
Offshore Products	100	78	28%	1	1	0%	101	79	28%	11	9	22%
Total Retail Retirement	1,032	1,005	3%	19	26	(27%)	1,051	1,031	2%	122	127	(4%)
Corporate Pensions	58	64	(9%)	26	32	(19%)	84	96	(13%)	32	38	(16%)
Other Products	43	51	(16%)	7	7	0%	50	58	(14%)	11	12	(8%)
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	101	115	(12%)	33	39	(15%)	134	154	(13%)	43	51	(16%)
Total Retail	1,133	1,120	1%	52	65	(20%)	1,185	1,185	0%	165	177	(7%)
Wholesale Annuities	7	35	(80%)	-	-	-	7	35	(80%)	1	4	(75%)
Credit Life	2	5	(60%)	-	-	-	2	5	(60%)	-	1	-
Total UK Insurance Operations	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)	166	181	(8%)
Channel Summary												
Direct and Partnership	586	561	4%	45	59	(24%)	631	620	2%	104	115	(10%)
Intermediated	549	559	(2%)	7	6	17%	556	565	(2%)	62	62	0%
Wholesale	7	40	(83%)	-	-	-	7	40	(83%)	1	4	(75%)
Sub-Total	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)	166	181	(8%)
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)	166	181	(8%)
US Insurance Operations ⁽²⁾												
Fixed Annuities	130	157	(17%)	-	-	-	130	157	(17%)	13	16	(19%)
Fixed Index Annuities	122	111	10%	-	-	-	122	111	10%	12	11	9%
Variable Annuities	1,174	1,193	(2%)	-	-	-	1,174	1,193	(2%)	117	119	(2%)
Life	2	1	100%	4	5	(20%)	6	6	0%	4	5	(20%)
Sub-Total Retail	1,428	1,462	(2%)	4	5	(20%)	1,432	1,467	(2%)	147	151	(3%)
Guaranteed Investment Contracts	127	1	12,600%	-	-	-	127	1	12,600%	13	-	-
GIC - Medium Term Note	(4)	200	(102%)	-	-	-	(4)	200	(102%)	-	20	-
Total US Insurance Operations	1,551	1,663	(7%)	4	5	(20%)	1,555	1,668	(7%)	159	171	(7%)
Asian Insurance Operations ⁽¹⁾⁽³⁾												
China	36	13	177%	13	9	44%	49	22	123%	17	10	70%
Hong Kong	124	97	28%	28	28	0%	152	125	22%	40	38	5%
India ⁽⁴⁾	4	4	0%	43	25	72%	47	29	62%	43	25	72%
Indonesia	30	19	58%	28	23	22%	58	42	38%	31	25	24%
Japan	30	22	36%	5	4	25%	35	26	35%	8	6	33%
Korea	47	45	4%	67	61	10%	114	106	8%	72	66	9%
Malaysia	11	7	57%	17	18	(6%)	28	25	12%	18	19	(5%)
Singapore	119	203	(41%)	16	15	7%	135	218	(38%)	28	35	(20%)
Taiwan	36	27	33%	46	103	(55%)	82	130	(37%)	50	106	(53%)
Other ⁽⁴⁾	8	6	33%	12	12	0%	20	18	11%	13	13	0%
Total Asian Insurance Operations	445	443	0%	275	298	(8%)	720	741	(3%)	320	342	(6%)
Group Total	3,138	3,266	(4%)	331	368	(10%)	3,469	3,634	(5%)	645	695	(7%)

INVESTMENT OPERATIONS

		Opening FUM £m	Gross Inflows £m	Redemptions £m	Net Inflows, Movements £m	Other Currency Movements £m	Market & Currency Movements £m	Net Movement In FUM £m	Closing FUM £m
		£m	£m	£m	£m	£m	£m	£m	£m
M&G ⁽⁵⁾	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,142	1,283	49,907
	Q2 2007	46,125	4,236	(2,236)	2,000	43	456	2,499	48,624
	+/- (%)	5%	(22%)	(37%)	(89%)	(298%)	150%	(49%)	3%
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	758	1,443	15,120
	Q2 2007	12,003	10,311	(9,250)	1,061	(63)	676	1,674	13,677
	+/- (%)	14%	1%	(5%)	(33%)	67%	12%	(14%)	11%
Asia Third Party	Q3 2007	903	11	(5)	6	-	71	77	980
	Q2 2007	835	5	(4)	1	-	67	68	903
	+/- (%)	8%	120%	(25%)	500%	-	6%	13%	9%
US Retail Mutual Funds	Q3 2007	18	14	(1)	13	-	1	14	32
	Q2 2007	5	15	(1)	14	-	(1)	13	18
	+/- (%)	260%	(7%)	0%	(7%)	-	-	8%	78%
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,972	2,817	66,039
	Q2 2007	58,968	14,567	(11,491)	3,076	(20)	1,198	4,254	63,222
	+/- (%)	7%	(5%)	(12%)	(69%)	(430%)	65%	(34%)	4%

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US ^(1a)			Asia ^(1a)			Total		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)
Total Insurance Products	3,754	5,303	(29%)	4,989	4,162	20%	2,045	1,252	63%	10,788	10,717	1%
Total Investment Products - Gross Inflows ⁽²⁾	10,812	9,981	8%	33	-	-	27,945	14,095	98%	38,790	24,076	61%
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,162</u>	<u>21%</u>	<u>29,990</u>	<u>15,347</u>	<u>95%</u>	<u>49,578</u>	<u>34,793</u>	<u>42%</u>

INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%	1,030	972	6%
Direct and Partnership Annuities	658	501	31%	-	-	-	658	501	31%	658	501	31%
Intermediated Annuities	449	404	11%	-	-	-	449	404	11%	449	404	11%
Total Individual Annuities	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>
Equity Release	108	55	96%	-	-	-	108	55	96%	108	55	96%
Individual Pensions	27	16	69%	1	-	-	28	16	75%	29	16	81%
Corporate Pensions	121	53	128%	58	39	49%	179	92	95%	383	176	118%
Unit Linked Bonds	200	303	(34%)	-	-	-	200	303	(34%)	200	303	(34%)
With-Profit Bonds	183	90	103%	-	-	-	183	90	103%	183	90	103%
Protection	-	2	-	3	9	(67%)	3	11	(73%)	20	39	(49%)
Offshore Products	305	440	(31%)	3	-	-	308	440	(30%)	320	440	(27%)
Total Retail Retirement	<u>3,081</u>	<u>2,836</u>	<u>9%</u>	<u>65</u>	<u>48</u>	<u>35%</u>	<u>3,146</u>	<u>2,884</u>	<u>9%</u>	<u>3,380</u>	<u>2,996</u>	<u>13%</u>
Corporate Pensions	168	188	(11%)	86	81	6%	254	269	(6%)	469	530	(12%)
Other Products	143	180	(21%)	20	19	5%	163	199	(18%)	206	267	(23%)
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	129	161	(20%)
Total Mature Life and Pensions	<u>440</u>	<u>529</u>	<u>(17%)</u>	<u>106</u>	<u>100</u>	<u>6%</u>	<u>546</u>	<u>629</u>	<u>(13%)</u>	<u>804</u>	<u>958</u>	<u>(16%)</u>
Total Retail	<u>3,521</u>	<u>3,365</u>	<u>5%</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,692</u>	<u>3,513</u>	<u>5%</u>	<u>4,184</u>	<u>3,954</u>	<u>6%</u>
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)	45	1,300	(97%)
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)	17	490	(97%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>4,246</u>	<u>5,744</u>	<u>(26%)</u>
Channel Summary												
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%	2,330	2,088	12%
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%	1,727	1,705	1%
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)	60	1,790	(97%)
Sub-Total	<u>3,454</u>	<u>4,994</u>	<u>(31%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,625</u>	<u>5,142</u>	<u>(30%)</u>	<u>4,117</u>	<u>5,583</u>	<u>(26%)</u>
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	129	161	(20%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>4,246</u>	<u>5,744</u>	<u>(26%)</u>
US Insurance Operations ^(1a)												
Fixed Annuities	421	473	(11%)	-	-	-	421	473	(11%)	421	473	(11%)
Fixed Index Annuities	342	399	(14%)	-	-	-	342	399	(14%)	342	399	(14%)
Variable Annuities	3,417	2,571	33%	-	-	-	3,417	2,571	33%	3,417	2,571	33%
Life	5	5	0%	13	12	8%	18	17	6%	104	95	9%
Sub-Total Retail	<u>4,185</u>	<u>3,448</u>	<u>21%</u>	<u>13</u>	<u>12</u>	<u>8%</u>	<u>4,198</u>	<u>3,460</u>	<u>21%</u>	<u>4,284</u>	<u>3,538</u>	<u>21%</u>
Guaranteed Investment Contracts	260	297	(12%)	-	-	-	260	297	(12%)	260	297	(12%)
GIC - Medium Term Note	531	405	31%	-	-	-	531	405	31%	531	405	31%
Total US Insurance Operations	<u>4,976</u>	<u>4,150</u>	<u>20%</u>	<u>13</u>	<u>12</u>	<u>8%</u>	<u>4,989</u>	<u>4,162</u>	<u>20%</u>	<u>5,075</u>	<u>4,240</u>	<u>20%</u>
Asian Insurance Operations ^(1a)												
China	55	21	162%	33	20	65%	88	41	115%	203	132	54%
Hong Kong	323	204	58%	82	62	32%	405	266	52%	772	554	39%
India ⁽⁶⁾	20	14	43%	124	76	63%	144	90	60%	509	261	95%
Indonesia	65	16	306%	71	45	58%	136	61	123%	302	169	79%
Japan	82	37	122%	16	3	433%	98	40	145%	148	49	202%
Korea	119	72	65%	180	146	23%	299	218	37%	983	689	43%
Malaysia	20	3	567%	49	47	4%	69	50	38%	286	274	4%
Singapore	425	260	63%	46	45	2%	471	305	54%	721	543	33%
Taiwan	99	52	90%	182	96	90%	281	148	90%	970	540	80%
Other ⁽⁴⁾	21	9	133%	33	24	38%	54	33	64%	122	95	28%
Total Asian Insurance Operations	<u>1,229</u>	<u>688</u>	<u>79%</u>	<u>816</u>	<u>564</u>	<u>45%</u>	<u>2,045</u>	<u>1,252</u>	<u>63%</u>	<u>5,016</u>	<u>3,306</u>	<u>52%</u>
Group Total	<u>9,788</u>	<u>9,993</u>	<u>(2%)</u>	<u>1,000</u>	<u>724</u>	<u>38%</u>	<u>10,788</u>	<u>10,717</u>	<u>1%</u>	<u>14,337</u>	<u>13,290</u>	<u>8%</u>

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US ^(1b)			Asia ^(1b)			Total		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)
Total Insurance Products	3,754	5,303	(29%)	4,989	4,548	10%	2,045	1,334	53%	10,788	11,185	(4%)
Total Investment Products - Gross Inflows ⁽²⁾	10,812	9,981	8%	33	-	-	27,945	14,694	90%	38,790	24,675	57%
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,548</u>	<u>10%</u>	<u>29,990</u>	<u>16,028</u>	<u>87%</u>	<u>49,578</u>	<u>35,860</u>	<u>38%</u>

INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)	2007 Q3 YTD £m	2006 Q3 YTD £m	+/- (%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%	1,030	972	6%
Direct and Partnership Annuities	658	501	31%	-	-	-	658	501	31%	658	501	31%
Intermediated Annuities	449	404	11%	-	-	-	449	404	11%	449	404	11%
Total Individual Annuities	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>
Equity Release	108	55	96%	-	-	-	108	55	96%	108	55	96%
Individual Pensions	27	16	69%	1	-	-	28	16	75%	29	16	81%
Corporate Pensions	121	53	128%	58	39	49%	179	92	95%	383	176	118%
Unit Linked Bonds	200	303	(34%)	-	-	-	200	303	(34%)	200	303	(34%)
With-Profit Bonds	183	90	103%	-	-	-	183	90	103%	183	90	103%
Protection	-	2	-	3	9	(67%)	3	11	(73%)	20	39	(49%)
Offshore Products	305	440	(31%)	3	-	-	308	440	(30%)	320	440	(27%)
Total Retail Retirement	<u>3,061</u>	<u>2,836</u>	<u>9%</u>	<u>65</u>	<u>48</u>	<u>35%</u>	<u>3,146</u>	<u>2,884</u>	<u>9%</u>	<u>3,380</u>	<u>2,996</u>	<u>13%</u>
Corporate Pensions	168	188	(11%)	86	81	6%	254	269	(6%)	469	530	(12%)
Other Products	143	180	(21%)	20	19	5%	163	199	(18%)	206	267	(23%)
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	129	161	(20%)
Total Mature Life and Pensions	<u>440</u>	<u>529</u>	<u>(17%)</u>	<u>106</u>	<u>100</u>	<u>6%</u>	<u>546</u>	<u>629</u>	<u>(13%)</u>	<u>804</u>	<u>958</u>	<u>(16%)</u>
Total Retail	<u>3,521</u>	<u>3,365</u>	<u>5%</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,692</u>	<u>3,513</u>	<u>5%</u>	<u>4,184</u>	<u>3,954</u>	<u>6%</u>
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)	45	1,300	(97%)
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)	17	490	(97%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>4,246</u>	<u>5,744</u>	<u>(26%)</u>
Channel Summary												
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%	2,330	2,088	12%
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%	1,727	1,705	1%
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)	60	1,790	(97%)
Sub-Total	<u>3,454</u>	<u>4,994</u>	<u>(31%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,625</u>	<u>5,142</u>	<u>(30%)</u>	<u>4,117</u>	<u>5,583</u>	<u>(26%)</u>
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	129	161	(20%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>	<u>4,246</u>	<u>5,744</u>	<u>(26%)</u>
US Insurance Operations ^(1b)												
Fixed Annuities	421	516	(18%)	-	-	-	421	516	(18%)	421	516	(18%)
Fixed Index Annuities	342	437	(22%)	-	-	-	342	437	(22%)	342	437	(22%)
Variable Annuities	3,417	2,809	22%	-	-	-	3,417	2,809	22%	3,417	2,809	22%
Life	5	6	(17%)	13	13	0%	18	19	(5%)	104	104	0%
Sub-Total Retail	<u>4,185</u>	<u>3,768</u>	<u>11%</u>	<u>13</u>	<u>13</u>	<u>0%</u>	<u>4,198</u>	<u>3,781</u>	<u>11%</u>	<u>4,284</u>	<u>3,866</u>	<u>11%</u>
Guaranteed Investment Contracts	260	325	(20%)	-	-	-	260	325	(20%)	260	325	(20%)
GIC - Medium Term Note	531	442	20%	-	-	-	531	442	20%	531	442	20%
Total US Insurance Operations	<u>4,976</u>	<u>4,535</u>	<u>10%</u>	<u>13</u>	<u>13</u>	<u>0%</u>	<u>4,989</u>	<u>4,548</u>	<u>10%</u>	<u>5,075</u>	<u>4,633</u>	<u>10%</u>
Asian Insurance Operations ^(1b)												
China	55	22	150%	33	21	57%	88	43	105%	203	138	47%
Hong Kong	323	224	44%	82	68	21%	405	292	39%	772	609	27%
India ⁽³⁾	20	14	43%	124	77	61%	144	91	58%	509	263	94%
Indonesia	65	17	282%	71	49	45%	136	66	106%	302	183	65%
Japan	82	41	100%	16	3	433%	98	44	123%	148	55	169%
Korea	119	76	57%	180	155	16%	299	231	29%	983	730	35%
Malaysia	20	3	567%	49	48	2%	69	51	35%	286	282	1%
Singapore	425	271	57%	46	47	(2%)	471	318	48%	721	566	27%
Taiwan	99	58	71%	182	106	72%	281	164	71%	970	600	62%
Other ⁽⁴⁾	21	9	133%	33	25	32%	54	34	59%	122	99	23%
Total Asian Insurance Operations	<u>1,229</u>	<u>735</u>	<u>67%</u>	<u>816</u>	<u>599</u>	<u>36%</u>	<u>2,045</u>	<u>1,334</u>	<u>53%</u>	<u>5,016</u>	<u>3,525</u>	<u>42%</u>
Group Total	<u>9,788</u>	<u>10,425</u>	<u>(6%)</u>	<u>1,000</u>	<u>760</u>	<u>32%</u>	<u>10,788</u>	<u>11,185</u>	<u>(4%)</u>	<u>14,337</u>	<u>13,902</u>	<u>3%</u>

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 3 2006

INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	Q3 2007 £m	Q3 2006 £m	+/- (%)	Q3 2007 £m	Q3 2006 £m	+/- (%)	Q3 2007 £m	Q3 2006 £m	+/- (%)	Q3 2007 £m	Q3 2006 £m	+/- (%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	343	357	(4%)	-	-	-	343	357	(4%)	343	357	(4%)
Direct and Partnership Annuities	227	228	(0%)	-	-	-	227	228	(0%)	227	228	(0%)
Intermediated Annuities	167	157	6%	-	-	-	167	157	6%	167	157	6%
Total Individual Annuities	737	742	(1%)	-	-	-	737	742	(1%)	737	742	(1%)
Equity Release	41	25	64%	-	-	-	41	25	64%	41	25	64%
Individual Pensions	9	6	50%	1	-	-	10	6	67%	9	6	50%
Corporate Pensions	14	18	(22%)	16	7	129%	30	25	20%	87	52	67%
Unit Linked Bonds	62	90	(31%)	-	-	-	62	90	(31%)	62	90	(31%)
With-Profit Bonds	69	36	92%	-	-	-	69	36	92%	69	36	92%
Protection	-	-	-	1	3	(67%)	1	3	(67%)	6	18	(67%)
Offshore Products	100	79	27%	1	-	-	101	79	28%	105	79	33%
Total Retail Retirement	1,032	996	4%	19	10	90%	1,051	1,006	4%	1,116	1,048	6%
Corporate Pensions	58	23	152%	26	37	(30%)	84	60	40%	155	180	(14%)
Other Products	43	46	(7%)	7	6	17%	50	52	(4%)	61	92	(34%)
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	101	69	46%	33	43	(23%)	134	112	20%	216	272	(21%)
Total Retail	1,133	1,065	6%	52	53	(2%)	1,185	1,118	6%	1,332	1,320	1%
Wholesale Annuities	7	22	(68%)	-	-	-	7	22	(68%)	7	22	(68%)
Credit Life	2	178	(99%)	-	-	-	2	178	(99%)	2	178	(99%)
Total UK Insurance Operations	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)	1,341	1,520	(12%)
Channel Summary												
Direct and Partnership	586	601	(2%)	45	46	(2%)	631	647	(2%)	763	800	(5%)
Intermediated	549	464	18%	7	7	0%	556	471	18%	571	520	10%
Wholesale	7	200	(97%)	-	-	-	7	200	(97%)	7	200	(97%)
Sub-Total	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)	1,341	1,520	(12%)
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)	1,341	1,520	(12%)
US Insurance Operations ^(R)												
Fixed Annuities	130	203	(36%)	-	-	-	130	203	(36%)	130	203	(36%)
Fixed Index Annuities	122	144	(15%)	-	-	-	122	144	(15%)	122	144	(15%)
Variable Annuities	1,174	921	27%	-	-	-	1,174	921	27%	1,174	921	27%
Life	2	2	0%	4	5	(20%)	6	7	(14%)	36	37	(3%)
Sub-Total Retail	1,428	1,270	12%	4	5	(20%)	1,432	1,275	12%	1,462	1,305	12%
Guaranteed Investment Contracts	127	15	747%	-	-	-	127	15	747%	127	15	747%
GIC - Medium Term Note	(4)	104	(104%)	-	-	-	(4)	104	(104%)	(4)	104	(104%)
Total US Insurance Operations	1,551	1,389	12%	4	5	(20%)	1,555	1,394	12%	1,585	1,424	11%
Asian Insurance Operations ^(R)												
China	36	5	620%	13	8	63%	49	13	277%	91	50	82%
Hong Kong	124	85	46%	28	26	8%	152	111	37%	279	249	12%
India ^(R)	4	3	33%	43	22	95%	47	25	88%	169	86	97%
Indonesia	30	6	400%	28	18	56%	58	24	142%	124	66	88%
Japan	30	18	67%	5	2	150%	35	20	75%	51	25	104%
Korea	47	18	161%	67	52	29%	114	70	63%	375	238	58%
Malaysia	11	1	1,000%	17	17	0%	28	18	56%	100	97	3%
Singapore	119	66	80%	16	18	(11%)	135	84	61%	237	175	35%
Taiwan	36	11	227%	46	32	44%	82	43	91%	259	179	45%
Other ^(R)	8	3	167%	12	8	50%	20	11	82%	45	32	41%
Total Asian Insurance Operations	445	216	106%	275	203	35%	720	419	72%	1,730	1,197	45%
Group Total	3,138	2,870	9%	331	261	27%	3,469	3,131	11%	4,656	4,141	12%

INVESTMENT OPERATIONS

		Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Market & Currency Movements	Net Movement in FUM	Closing FUM
		£m	£m	£m	£m	£m	£m	£m	£m
M&G ^(R)	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,142	1,283	49,907
	Q3 2006	40,135	3,186	(1,672)	1,514	105	504	2,123	42,258
	+/- (%)	21%	3%	(83%)	(85%)	(181%)	127%	(40%)	18%
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	758	1,443	15,120
	Q3 2006	10,262	4,596	(4,788)	(192)	(40)	366	134	10,396
	+/- (%)	33%	128%	(104%)	468%	48%	107%	977%	45%
Asia Third Party	Q3 2007	903	11	(5)	6	-	71	77	980
	Q3 2006	673	71	(29)	42	-	43	85	758
	+/- (%)	34%	(85%)	83%	(86%)	-	65%	(9%)	29%
US Retail Mutual Funds	Q3 2007	18	14	(1)	13	-	1	14	32
	Q3 2006	-	-	-	-	-	-	-	-
	+/- (%)	-	-	-	-	-	-	-	-
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,972	2,817	66,039
	Q3 2006	51,070	7,853	(6,489)	1,364	65	913	2,342	53,412
	+/- (%)	24%	75%	(98%)	(30%)	(263%)	116%	20%	24%

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 2 2007

INSURANCE OPERATIONS

	Single			Regular			Total			PV/NBP		
	Q3 2007	Q 2 2007	+/- (%)	Q3 2007	Q 2 2007	+/- (%)	Q3 2007	Q 2 2007	+/- (%)	Q3 2007	Q 2 2007	+/- (%)
	£m	£m		£m	£m		£m	£m		£m	£m	
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	343	362	(5%)	-	-	-	343	362	(5%)	343	362	(5%)
Direct and Partnership Annuities	227	226	0%	-	-	-	227	226	0%	227	226	0%
Intermediated Annuities	167	150	11%	-	-	-	167	150	11%	167	150	11%
Total Individual Annuities	737	738	(0%)	-	-	-	737	738	(0%)	737	738	(0%)
Equity Release	41	33	24%	-	-	-	41	33	24%	41	33	24%
Individual Pensions	9	9	0%	1	-	-	10	9	11%	9	11	(18%)
Corporate Pensions	14	22	(36%)	16	24	(33%)	30	46	(35%)	87	138	(37%)
Unit Linked Bonds	62	67	(7%)	-	-	-	62	67	(7%)	62	67	(7%)
With-Profit Bonds	69	58	19%	-	-	-	69	58	19%	69	58	19%
Protection	-	-	-	1	1	0%	1	1	0%	6	7	(14%)
Offshore Products	100	78	28%	1	1	0%	101	79	28%	105	84	25%
Total Retail Retirement	1,032	1,005	3%	19	26	(27%)	1,051	1,031	2%	1,116	1,136	(2%)
Corporate Pensions	58	64	(9%)	26	32	(19%)	84	96	(13%)	155	165	(6%)
Other Products	43	51	(16%)	7	7	0%	50	58	(14%)	61	74	(18%)
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	101	115	(12%)	33	39	(15%)	134	154	(13%)	216	239	(10%)
Total Retail	1,133	1,120	1%	52	65	(20%)	1,185	1,185	0%	1,332	1,375	(3%)
Wholesale Annuities	7	35	(80%)	-	-	-	7	35	(80%)	7	35	(80%)
Credit Life	2	5	(60%)	-	-	-	2	5	(60%)	2	5	(60%)
Total UK Insurance Operations	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)	1,341	1,415	(5%)
Channel Summary												
Direct and Partnership	586	561	4%	45	59	(24%)	631	620	2%	763	794	(4%)
Intermediated	549	559	(2%)	7	6	17%	556	565	(2%)	571	581	(2%)
Wholesale	7	40	(83%)	-	-	-	7	40	(83%)	7	40	(83%)
Sub-Total	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)	1,341	1,415	(5%)
DWP Rebates	-	-	-	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)	1,341	1,415	(5%)
US Insurance Operations ⁽⁸⁾												
Fixed Annuities	130	157	(17%)	-	-	-	130	157	(17%)	130	157	(17%)
Fixed Index Annuities	122	111	10%	-	-	-	122	111	10%	122	111	10%
Variable Annuities	1,174	1,193	(2%)	-	-	-	1,174	1,193	(2%)	1,174	1,193	(2%)
Life	2	1	100%	4	5	(20%)	6	6	0%	36	32	13%
Sub-Total Retail	1,428	1,462	(2%)	4	5	(20%)	1,432	1,467	(2%)	1,462	1,493	(2%)
Guaranteed Investment Contracts	127	1	12,600%	-	-	-	127	1	12,600%	127	1	12,600%
GIIC - Medium Term Note	(4)	200	(102%)	-	-	-	(4)	200	(102%)	(4)	200	(102%)
Total US Insurance Operations	1,551	1,663	(7%)	4	5	(20%)	1,555	1,668	(7%)	1,585	1,694	(6%)
Asian Insurance Operations ⁽¹⁰⁾												
China	36	13	177%	13	9	44%	49	22	123%	91	55	65%
Hong Kong	124	97	28%	28	28	0%	152	125	22%	279	246	13%
India ⁽⁹⁾	4	4	0%	43	25	72%	47	29	62%	169	105	61%
Indonesia	30	19	58%	28	23	22%	58	42	38%	124	97	28%
Japan	30	22	36%	5	4	25%	35	26	35%	51	37	38%
Korea	47	45	4%	67	61	10%	114	106	8%	375	329	14%
Malaysia	11	7	57%	17	18	(6%)	28	25	12%	100	103	(3%)
Singapore	119	203	(41%)	16	15	7%	135	218	(38%)	237	290	(18%)
Taiwan	36	27	33%	46	103	(55%)	82	130	(37%)	259	525	(51%)
Other ⁽⁹⁾	8	6	33%	12	12	0%	20	18	11%	45	41	10%
Total Asian Insurance Operations	445	443	0%	275	298	(8%)	720	741	(3%)	1,730	1,828	(5%)
Group Total	3,138	3,266	(4%)	331	368	(10%)	3,469	3,634	(5%)	4,656	4,937	(6%)

INVESTMENT OPERATIONS

		Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Market & Currency Movements	Net Movement In FUM	Closing FUM
		£m	£m	£m	£m	£m	£m	£m	£m
M&G ⁽⁵⁾	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,142	1,283	49,907
	Q2 2007	46,125	4,236	(2,236)	2,000	43	456	2,499	48,624
	+/- (%)	5%	(22%)	(37%)	(89%)	(298%)	150%	(49%)	3%
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	758	1,443	15,120
	Q2 2007	12,003	10,311	(9,250)	1,061	(63)	676	1,674	13,677
	+/- (%)	14%	1%	(5%)	(33%)	67%	12%	(14%)	11%
Asia Third Party	Q3 2007	903	11	(5)	6	-	71	77	980
	Q2 2007	835	5	(4)	1	-	67	68	903
	+/- (%)	8%	120%	(25%)	500%	-	6%	13%	9%
US Retail Mutual Funds	Q3 2007	18	14	(1)	13	-	1	14	32
	Q2 2007	5	15	(1)	14	-	(1)	13	18
	+/- (%)	260%	(7%)	0%	(7%)	-	-	8%	78%
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,972	2,817	66,039
	Q2 2007	58,968	14,567	(11,491)	3,076	(20)	1,198	4,254	63,222
	+/- (%)	7%	(5%)	(12%)	(69%)	(430%)	65%	(34%)	4%

PRUDENTIAL PLC - NEW BUSINESS SCHEDULES

BASIS OF PREPARATION

The new business schedules are provided as an indicative volume measure of transactions undertaken in the reporting period that have the potential to generate profits for shareholders. The amounts shown are not, and

The format of the schedules is consistent with the distinction between insurance and investment products as applied for previous financial reporting periods. Products categorised as "insurance" refer to those classified as contracts of long-term insurance business for regulatory reporting purposes, i.e. falling within one of the

The details shown for insurance products include contributions for contracts that are classified under IFRS 4 "Insurance Contracts" as not containing significant insurance risk. These products are described as investment contracts or other financial instruments under IFRS. Contracts included in this category are

New business premiums for regular premium products are shown on an annualised basis. Department of Work and Pensions rebate business is classified as single recurrent business. Internal vesting business is classified as new business where the contracts include an open market option. New Department of Work and

Investment products referred to in the tables for funds under management are unit trusts, mutual funds and similar types of retail fund management arrangements. These are unrelated to insurance products that are classified as investment contracts under IFRS 4, as described in the preceding paragraph, although similar

The premiums for the first nine months of 2006 for wholesale annuities for UK Insurance operations include £592m for a bulk annuity transaction with the Scottish Amicable Insurance Fund (SAIF). SAIF is a closed-ring fenced sub-fund established by a Court approved Scheme of Arrangement in October 1997, which is solely

From 12 August 2007 the shareholding in CITIC-Prudential funds operation in China has increased from 33%

Notes to Schedules 1A - 8

^(1a) Insurance and investment new business for overseas operations has been calculated using constant

^(1b) Insurance and investment new business for overseas operations has been calculated using average

⁽²⁾ Represents cash received from sale of investment products.

⁽³⁾ Annual Equivalents, calculated as regular new business contributions plus 10 per cent single new business contributions, are subject to roundings. PVNBPs are calculated as equalling single premiums plus the present value of expected premiums of new regular premium business. In determining the present value, allowance is

⁽⁴⁾ In Asia, 'Other' insurance operations include Thailand, the Philippines and Vietnam.

⁽⁵⁾ Balance includes segregated and pooled pension funds, private finance assets and other institutional clients. Other movements reflect the net flows arising from the cash component of a tactical asset allocation

⁽⁶⁾ New business in India is included at Prudential's 26 per cent interest in the India life operation. Mandatory Provident Fund (MPF) product sales in Hong Kong are included at Prudential's 36 per cent interest in Hong

⁽⁷⁾ Balance sheet figures have been calculated at the closing exchange rate. The 2006 balance is shown on a

⁽⁸⁾ Sales are converted using the year to date average exchange rate applicable at the time. The sterling results for individual quarters represent the difference between the year to date reported sterling results at

⁽⁹⁾ £339m of FUM and £16m of net flows reported under Prudential Asian funds operations relate to M&G's products distributed through those Asian operations and this amount is also included in M&G's FUM.