



Prudential Seizing the Opportunity



PRUDENTIAL

英國保誠集團

機會
Opportunity
Peluang
機會
기회
oportunidad
مَوْكِبَة
مَوْكِبَة

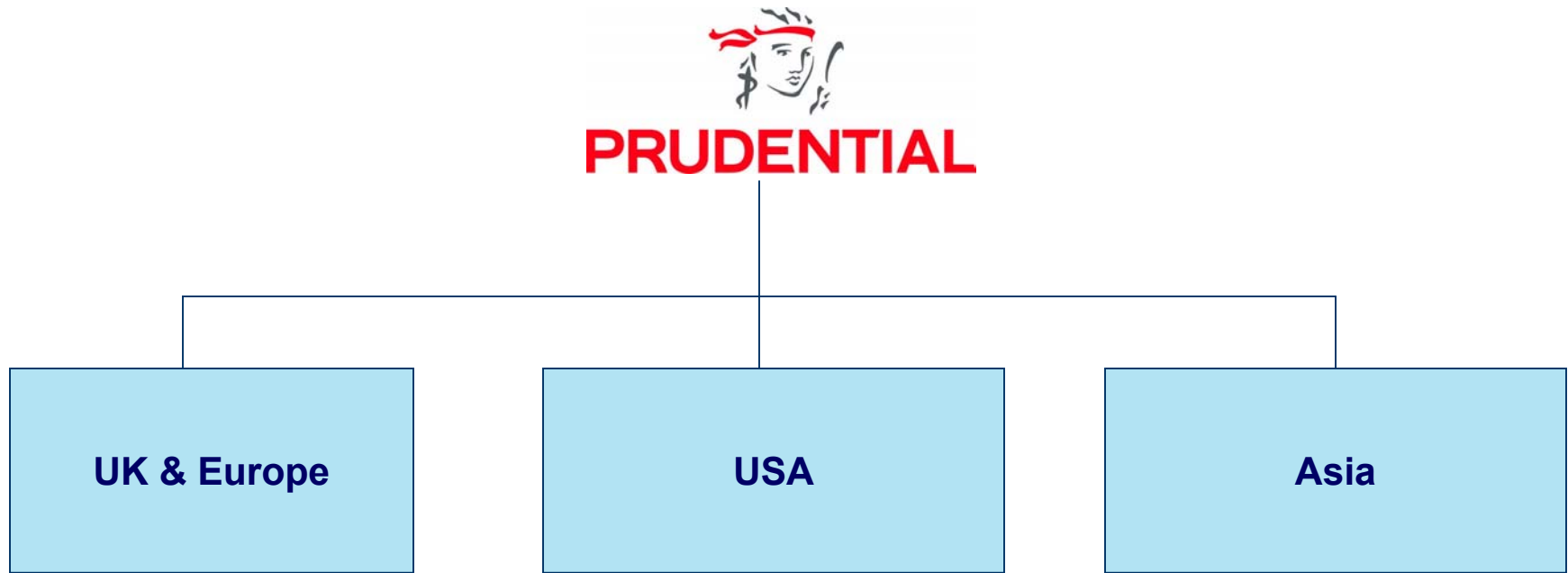


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Welcome

Jonathan Bloomer
Prudential plc
November 2004

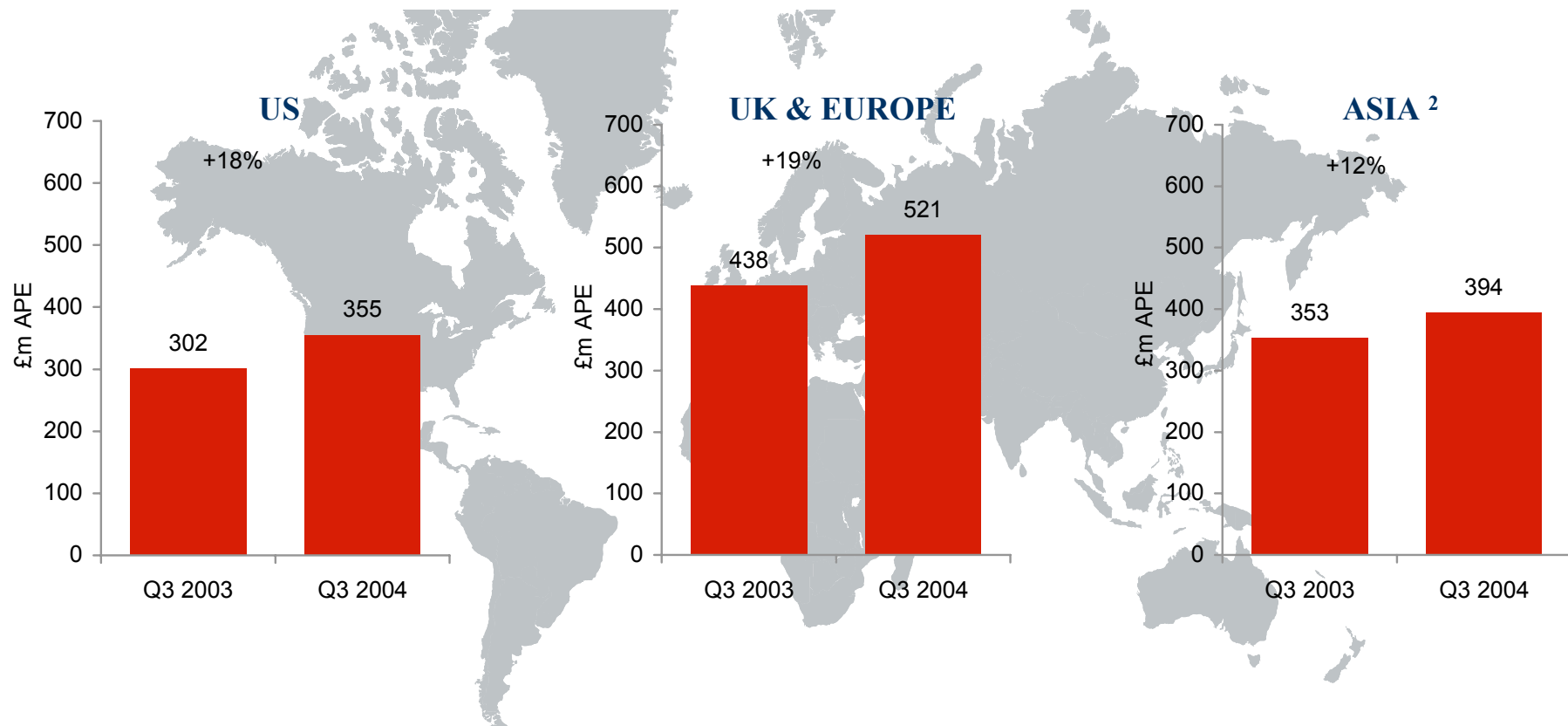
GROUP STRUCTURE



NEW BUSINESS SALES



STRONG SALES PERFORMANCE ¹



Note:

¹ 9 months to 30 September 2004 (at constant exchange rates)

² Increase of 21% if discontinued sales channels in Japan are excluded (at constant exchange rates)