

This document may contain 'forward-looking statements' with respect to certain of Prudential's plans and its goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements that are not historical facts, including statements about Prudential's beliefs and expectations and including, without limitation, statements containing the words 'may', 'will', 'should', 'continue', 'aims', 'estimates', 'projects', 'believes', 'intends', 'expects', 'plans', 'seeks' and 'anticipates', and words of similar meaning, are forward-looking statements. These statements are based on plans, estimates and projections as at the time they are made, and therefore undue reliance should not be placed on them. By their nature, all forward-looking statements involve risk and uncertainty.

A number of important factors could cause Prudential's actual future financial condition or performance or other indicated results to differ materially from those indicated in any forward-looking statement. Such factors include, but are not limited to, future market conditions, including fluctuations in interest rates and exchange rates, the continuance of a sustained low-interest rate environment, and the impact of economic uncertainty, asset valuation impacts from the transition to a lower carbon economy, inflation and deflation and the performance of financial markets generally; global political uncertainties; the policies and actions of regulatory authorities, including, in particular, the policies and actions of the Hong Kong Insurance Authority, as Prudential's new Group-wide supervisor, as well as new government initiatives generally; the impact of continuing application of Global Systemically Important Insurer or 'G-SII' policy measures on Prudential; the impact on Prudential of systemic risk policy measures adopted by the International Association of Insurance Supervisors; the impact of competition and fast-paced technological change; the effect on Prudential's business and results from, in particular, mortality and morbidity trends, lapse rates and policy renewal rates; the physical impacts of climate change and global health crises on Prudential's business and operations; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; the impact of internal transformation projects and other strategic actions failing to meet their objectives; the risk that Prudential's operational resilience (or that of its suppliers and partners) may prove to be inadequate, including in relation to operational disruption due to external events; disruption to the availability, confidentiality or integrity of Prudential's IT, digital systems and data (or those of its suppliers and partners); any ongoing impact on Prudential of the demerger of M&G plc; the impact of changes in capital, solvency standards, accounting standards or relevant regulatory frameworks, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate; the impact of legal and regulatory actions, investigations and disputes; and the impact of not adequately responding to environmental, social and governance issues. These and other important factors may, for example, result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. Further discussion of these and other important factors that could cause Prudential's actual future financial condition or performance or other indicated results to differ, possibly materially, from those anticipated in Prudential's forward-looking statements can be found under the 'Risk Factors' in Prudential's Full Year 2019 Results Regulatory News Release. Prudential's Full Year 2019 Results Regulatory News Release is available on its website at www.prudentialplc.com.

Any forward-looking statements contained in this document speak only as of the date on which they are made. Prudential expressly disclaims any obligation to update any of the forward-looking statements contained in this document or any other forward-looking statements it may make, whether as a result of future events, new information or otherwise except as required pursuant to the UK Prospectus Rules, the UK Listing Rules, the UK Disclosure and Transparency Rules, the Hong Kong Listing Rules, the SGX-ST listing rules or other applicable laws and regulations.



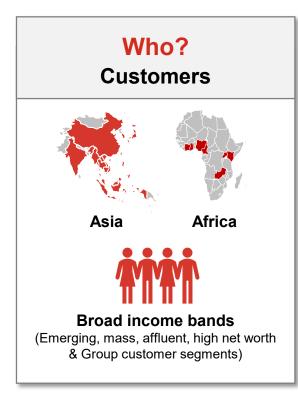
Our business model

Why?

Our Purpose

Help people get the most out of life

Giving them the freedom to face the future with confidence







Underpinned by favourable long-term structural growth drivers

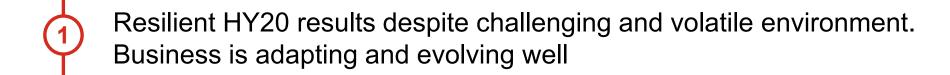








Key take-aways

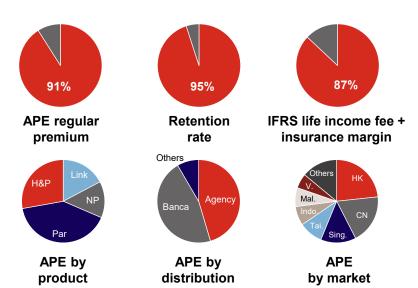


- 2) Intention to fully separate Jackson
- Group to be focused exclusively on high growth Asia & Africa businesses
- 4 Long-term structural demand drivers remain intact
- Well positioned to deliver long-term profitable growth supported by a new dividend policy



HY20: Drivers of financial performance

Asia: Quality + diversification



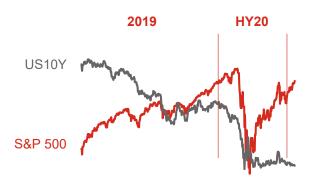
COVID-19 disruption + response

Operating environment

Several markets in restart mode with planned easing measures

Restriction measures & timeline								
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Current status of measures
China 🚳								Easing measures; internal travel and business activity resumed nationwide from 26 March with strict measures in place to respond and contain local spikes
Taiwan 🔴								Internal travel and normal business activity resumed from 1 May with ongoing measures in place to contain any infection spikes
Vietnam 🔕								From 30 July social distancing measures re-imposed; non-essential businesses closed and religious activities suspended in Hanoi and Ho Chi Minh City
Thailand 🛑								Phased easing of restrictions to allow movement and businesses to resume from May; curfew lifted on 14 June while ongoing social distancing extended till 31 Aug
ong Kong 🚱								New rounds of restrictions were placed on 15 July. Border with Mainland China remains closed
Malaysia 🚇								Recovery Movement Control Order enacted from 10 June to allow business to resume under ongoing disease prevention measures
India 🚳								Domestic flights resuming on 25 May; easing of business/religious restrictions from 8 June; national controls remain till 31 August
hilippines 🔰								Renewed lockdown in Manila and nearby provinces from 4 August
Indonesia 🛑								Large scale social restrictions in Jakarta eased on 5 June, but the transitional period of holding activities at 50% remains in place
Singapore 🐣								A three-phase plan to resume business began on 2 June. In Phase 1, businesses with low Covid-risk re-opened. In the current Phase 2, retail services and most businesses have resumed. In Phase 3, social/cultural activities will return to norms
1 9/	Before Covid re	strictions			cant containme d but no lockdo			Note: Lockdown definition varies among countries but generally refers to date non-essential businesses were ordered to shut down. Easing of lockdown comes with certain restrictions in all the countries. PCA Analysis. Updated as of 30 July 2005.
PRUDENTIAL	Modest contains	ment restriction	ns applied	Lockd	own period	2020	HALF YEAR	RESULTS 3

Macro volatility + resilience



Asia NBP ex HK ¹	(6)%
Asia OFSG ^{1,2,3}	+13%
Asia IFRS op. profit ^{1,2}	+14%
US IFRS op. ex DAC effects ^{1,2}	(6)%







Asia LCSM	4 308%
US RBC ⁵	>425%

Group LCSM^{4,6} 334%

^{6.} Before allowing for the payment of the 2020 first interim ordinary dividend. Athene's \$500 million equity investment in Prudential's US business in return for an 11.1% economic interest completed in July 2020 and is not reflected in the estimated 30 June 2020 position



^{1.} Constant exchange rate basis

^{2.} Before restructuring costs

^{3.} Operating free surplus generation (OFSG)

^{4.} Estimated position at 30 June 2020. Based on Group Minimum Capital Requirement. Until Hong Kong 's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong IA to determine group regulatory capital requirements

^{5.} Jackson National Life. Estimated RBC ratio at 30 June 2020 assuming the Athene investment transaction completed at the end of June 2020

HY20 financial highlights

Asia NBP

-45%

Asia total

-6%

Asia ex HK

HY20 NBP vs HY19 CER1

Asia embedded value

\$37.3bn

Group LCSM^{2,3,4}

334%

FY19: 309%

Asia earnings

+14%

Growth on prior year IFRS operating profit¹ to \$1.7bn

JNL RBC⁵

>425%

FY19: 366%

Group RoE

21%

HY20 Operating return on equity⁶ (Annualised)

On a constant exchange rate basis

Estimated position at 30 June 2020. Shareholder basis. Based on Group Minimum Capital Requirement. Until Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong IA to determine group regulatory capital requirements

Athene's \$500 million equity investment in Prudential's US business in return for an 11.1% economic interest completed in July 2020
and is not reflected in the 30 June 2020 result above

^{4.} Before allowing for the payment of the 2020 first interim ordinary dividend

Jackson National Life. Estimated RBC ratio at 30 June 2020 assuming the Athene investment transaction completed at the end of June 2020

Calculated as operating profit net of tax and NCI divided by average IFRS shareholders' equity. Annualised by multiplying by two

Strategic and operational delivery during the COVID-19 affected period

Integrating Technology as Pulse Strategic "business as usual" JNL reinsurance & equity 90%¹ of our products in Asia 8.1m installs³, up from 1.3m transactions completed can now be sold virtually reported at FY19 results 70% of Pulse users Rising level of automation are new to Prudential TMB Bank banca deal agreed 1.7m policies issued & 38% of agency cases sold majority to new customers virtually in 2Q Integration of Thai AM acquisitions commenced Online agency mgt – 7%² From April 640k leads to agents increase in new recruits generated - APE of \$60m All BU operations fully Integration with life value chain \$1bn of plc debt (sales, claims & payments) raised functioning on remote basis

¹ Through the agency distribution channel

^{2.} Growth in new recruits compared to the 6 months ended 30 June 2019 excluding India

^{3.} As at 5 August 2020

New dividend policy

New dividend policy aligned with revised Group strategy

New dividend policy

Reflecting the Group's capital allocation priorities, dividends will be determined primarily based on Asia's operating capital generation after allowing for the capital strain of writing new business and recurring central costs, with a portion of capital generation retained for reinvestment in the business.

Dividends are expected to grow broadly in line with the growth in Asia operating free surplus generation net of right-sized central costs, and will be set taking into account financial prospects, investment opportunities and market conditions.

To apply with immediate effect

2020 total dividend: c16.10 cents per share (~\$420m)¹

2020 1st interim dividend: 5.37 cents per share ~1/3 expected 2020 total dividend

Dividends are expected to grow broadly in line with the growth in Asia operating free surplus generation net of right-sized central costs

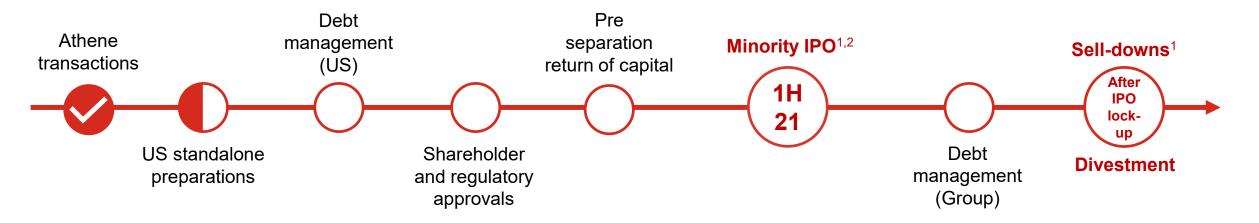


Path to full separation and divestment of Jackson over time

Next steps and capital structure considerations

Path to full separation and divestment of Jackson

(commence separation by way of a minority IPO¹)



Expected financial impacts

	US	Group
Financial leverage	c20-25%³	Consistent with strong credit rating
RBC ratio	c425-475% ⁴	n/a
Head-office costs	-	Further c\$70m reduction by 2023 ⁵

^{1.} Subject to market conditions and any required shareholder and regulatory approvals

^{4.} The target RBC ratio would include the proceeds of any primary equity issued by Jackson at or before the IPO and the target financial leverage would be expected to be raised at Jackson's holding company in advance of any IPO. Ranges are subject to market conditions and will be kept under review 5. In addition to \$180m cost reduction programme targeting a revised run-rate from 1 January 2021



^{2.} If market conditions are not supportive of an IPO, the Group's current intention is that separation would be facilitated through a demerger of the Group's stake in Jackson to our existing shareholders

^{3.} Jackson intends to seek a strong credit rating and capitalisation and is expected to raise debt and target an RBC ratio in the circa 425-475 per cent range at the point of proposed listing. Jackson's holding company would currently be expected to target financial leverage in the circa 20-25 per cent range. Ranges are subject to market conditions and will be kept under review

Post-separation investment case

Key attributes

Enduring, multi-decade structural growth levers Diversification across Asian markets Leadership positions in chosen distribution channels & products Efficient, scalable, digitally delivered operating platform **PRUDENTIAL** Long record of disciplined capital allocation Robust risk management and governance culture Resilient capital position

Attractive shareholder proposition

Focus on capitalefficient H&P and savings products Resilient, predictable & double-digit growth in EV per share

Sustainable growth in operating capital generation

Funding further profitable compounding growth & high risk-adjusted returns for shareholders



Key take-aways





Debt Investor pack- H1 2020

Financial materials



GroupSelected performance metrics

	\$m	HY19 (CER1)	HY20	Change %	
	Embedded Value (\$bn)	39.2 ^{2,3}	37.3 ⁴	(5)	
	New business profit	1,673	912	(45)	
A o i o	EEV operating profit ⁶	2,853	2,036	(29)	Sales disruption
Asia	Operating FSG ^{5,6}	871	988	13	
	Adjusted IFRS operating profit ⁶	1,526	1,733	14	Resilient in-force
	Shareholder LCSM ratio (%) ⁷	253%³	308% ⁴		
US	RBC ratio (%) ⁸	366% ³	>425% ^{4,9}		Robust capital
Group	Shareholder LCSM ratio (%) ⁷	309%³,10	334% ^{4,11}		J
	Adjusted IFRS operating profit	2,604	2,541	(2)	

^{1.} Constant exchange rate basis (CER)

^{11.}Before allowing for the payment of the 2020 first interim ordinary dividend. Athene's \$500 million equity investment in Prudential's US business in return for an 11.1% economic interest completed in July 2020 and is not reflected in the 30 June 2020 result above



^{2.} Presented on an actual exchange rate basis

^{3.} As at 31 December 2019

^{4.} As at 30 June 2020

^{5.} Operating free surplus generation (OFSG)

^{6.} Before restructuring costs

^{7.} Estimated position, based on Group Minimum Capital Requirement. Until Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential summation method (LCSM) that has been agreed with the Hong Kong's Group Wide Supervision (GWS) framework comes into force (GWS) framework comes into

^{9.} Estimated RBC ratio at 30 June 2020 assuming the Athene investment transaction completed at the end of June

^{10.}Before allowing for the payment of the 2019 second interim ordinary dividend

On track to deliver annual central expense savings of \$180m a year from start 2021

Group IFRS result, \$m

	HY19 (CER) ¹	HY20	Change %
Asia	1,526	1,733	14
US	1,572	1,266	(19)
Total segment profit continuing operations	3,098	2,999	(3)
Other income & expenditure, ex restructuring & IFRS 17 costs	(466)	(350)	25
which includes:			
Interest payable on core structural borrowings	(286)	(163)	43
Corporate expenditure	(211)	(205)	3
Restructuring & IFRS 17 costs	(28)	(108)	nm
Adjusted IFRS operating result: continuing operations	2,604	2,541	(2)
ST fluctuations on shareholder-backed business, other	(1,446)	(1,878)	(30)
Profit from continuing operations before tax	1,158	663	(43)
Profit for the period from continuing operations after tax	1,159	534	(54)

Completed plans to deliver \$160m annual savings from 1/1/21

Group IFRS operating profit: continuing operations +7% excluding US DAC effects²

HQ related structuring costs ~1x annual savings, to be expensed in 2020.

Costs associated with IFRS 17 project expected to increase with move to build phase.

Short-term fluctuations reflects accounting effects related to interest rate and equity market movements. Includes impact of reinsurance transaction with Athene in HY20.

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^{1.} Constant exchange rate basis (CER

^{2.} Unfavourable DAC adjustments in the current period (DAC acceleration effect of \$(32) million) as compared with favourable DAC adjustments in the prior period (DAC deceleration effect of \$191 million)

Strong liquidity position/continuing to support Asia growth

Movement in holding company cash

\$m	HY19	HY20
Hold co. cash period start	4,121	2,207
Net remittance to Group		
Asia excluding ICICI Prudential proceeds	329	400
ICICI Prudential proceeds	249	-
Jackson	509	-
Discontinued operations	453	-
Other	0	32
Net remittance to Group	1,546	432
Net interest paid	(283)	(147)
Corporate activities	(125)	(119)
Tax received	120	94
Hold co. cash flow before dividends & other	1,258	260
Dividends paid	(1,108)	(674)
Other movements	(1,261)	114
Hold co. cash period end	3,010	1,907

>	Group continues to support Asia strategic growth
5	Jackson is not currently expected to pay regular dividends before IPO
5	Local BUs remain natural home of cash/capital given opportunities

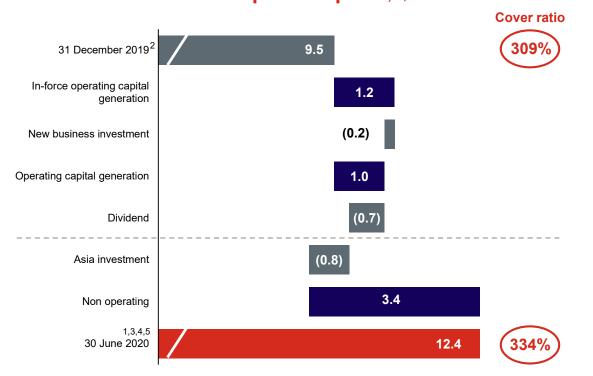
Tax received not expected to recur.

Other movements includes debt issuance, contribution to Asia strategic investments and centrally funded banca distribution. HY19 included debt redemption and demerger related items.

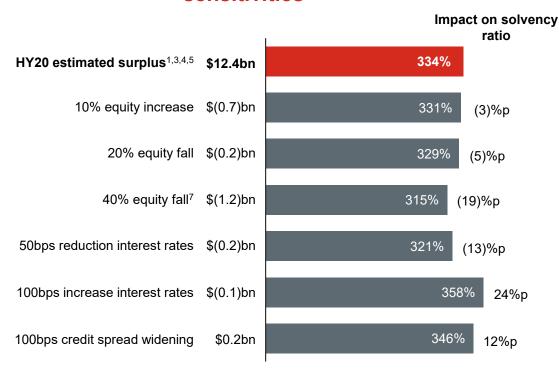


Robust and resilient LCSM capital generation supporting investment in growth

HY20 movement in estimated LCSM shareholder capital surplus¹, \$bn



LCSM shareholder surplus estimated sensitivities 1,4,5,6



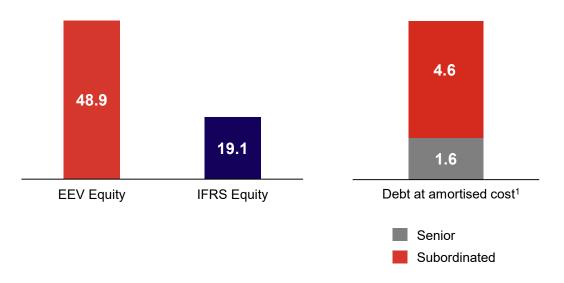
GWS methodology expected to be largely consistent to that applied under LCSM⁸

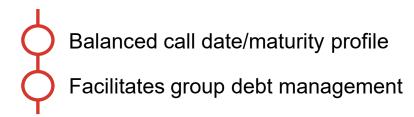
- 1. Based on Group Minimum Capital Requirement. Until Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong IA to determine group regulatory capital requirements
- 2. Before allowing for the payment of the 2019 second interim ordinary dividend $\,$
- 3. Before allowing for the payment of the 2020 first interim ordinary dividend
- 4. The 30 June 2020 Group LCSM position includes the impact of the change in the calculation of the Valuation Interest Rate (VIR) used to value long term insurance liabilities in Hong Kong
- 5. Athene's \$500 million equity investment in Prudential's US business in return for an 11.1% economic interest completed in July 2020 and is not reflected in the 30 June 2020 results above. If this transaction had been completed at 30 June 2020 the Group LCSM shareholder surplus (i.e. after allowing for the minority interest) would be \$0.2 billion lower with the cover ratio increasing by 6 percentage points
- 6. The sensitivity results assume instantaneous market movements as at 30 June 2020, apart from the -40% equity sensitivity
- 7. Where hedges are dynamic, rebalancing is allowed for by assuming an instantaneous 20 per cent fall followed by a further 20 per cent fall over a four-week period
- 8. The timing of finalisation and implementation of the GWS Framework remains uncertain, although it is expected to become effective in early 2021. The Legislative Council of the Hong Kong Special Administrative Region approved the enabling primary legislation in July and further implementation guidance is expected in the second half of the year. Subject to that guidance we currently expect the GWS methodology to be largely consistent to that applied under LCSM



Medium term bond maturity profile

EEV, IFRS Equity & Debt at amortised cost, \$bn (As at 30 Jun 2020)





Prudential plc: debt maturity schedule², 30 June 2020

Maturity		Next Call Date	Callable	Currency	Coupon	Amount (m)	Туре
n/a	PERP/CALL	21/08/2020	QUARTERLY	USD	6.50%	300	SUBORDINATED
n/a	PERP/CALL	23/09/2020	QUARTERLY	USD	6.75%	250	SUBORDINATED
n/a	PERP/CALL	23/09/2020	QUARTERLY	USD	5.25%	700	SUBORDINATED
n/a	PERP/CALL	20/07/2021	QUARTERLY	USD	5.25%	1,000	SUBORDINATED
n/a	PERP/CALL	20/10/2021	QUARTERLY	USD	4.38%	725	SUBORDINATED
n/a	PERP/CALL	20/01/2023	QUARTERLY	USD	4.88%	750	SUBORDINATED
						3, 725 USDm	1
20/01/2023	AT MATURITY	n/a	n/a	GBP	6.88%	300	SENIOR
10/07/2023	AT MATURITY	n/a	n/a	EUR	0.06%	20	SUBORDINATED
11/05/2029	AT MATURITY	n/a	n/a	GBP	5.88%	250	SENIOR
14/04/2030	AT MATURITY	n/a	n/a	USD	3.13%	1,000	SENIOR
19/12/2031	AT MATURITY	n/a	n/a	GBP	6.13%	435	SUBORDINATED
						2,240 USDm ³	

5,965 USDm³

PRUDENTIAL

^{1.} As per financial statements, excludes \$350m bank loan

^{2.} At principal value, PLC debt only, excludes \$350m bank loan

^{3.} Translated using the June 2020 closing FX rate

Recent rating summary

Senior debt ratings

Moody's A2 negative¹

S&P A stable²

Fitch
A- negative³

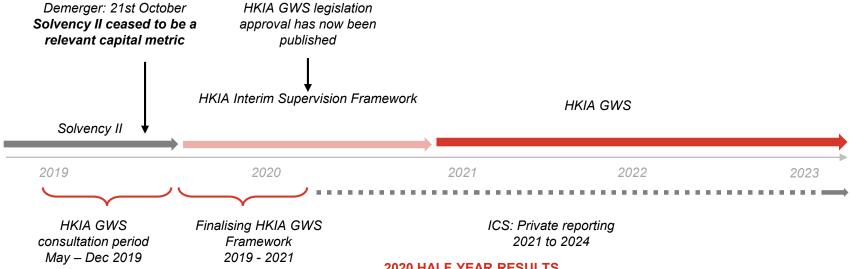
- 1 Moody's Credit Option Prudential plc 11 August 2020
- 2 S&P Global Ratings Prudential 11 August 2020
- 3. Fitch Ratings Prudential, 11 August 2020
- 4. Fitch Ratings Prudential, 29 May 2020

- "The rating affirmation reflects Prudential Asia's strong financial profile and Moody's view that the sale of Jackson is not expected to have any material impact on the Asian operations, given that the operations are run separately, or to the group's capitalization and leverage."
- "Prudential Asia's standalone credit profile benefits from its Top-3 positions in nine of the 13 insurance markets where it operates. The division has a well-regarded brand in the region and strong sales growth... While premium growth has faced significant headwinds in 2020 given the coronavirus-related disruptions... Prudential Asia has strong liquidity and renewal premiums, enabling it to withstand this negative pressure."
- Moody's would look to stabilise the outlook following 'the introduction of an effective group-wide supervisory framework by HKIA."
- "We affirmed our ratings on Prudential, and on its Singapore business, because Prudential still has a very strong and diversified franchise within Asia and the group also benefits from very high levels of capital adequacy. We expect it to maintain its robust capital position after Jackson separates from the group, which will mitigate the likely negative impact of the COVID-19 pandemic. Prudential's capital position is forecast to remain well above the 'AAA' level."
- "The affirmation of Prudential's ratings reflects its stable IFRS operating profit in 1H20, driven by a sustained profit contribution from Prudential Corporation Asia amid a challenging pandemic-driven operating environment and economic conditions."
- "The Negative Outlook on Prudential primarily reflects Jackson's weakened SCP due mainly to the pandemic-related uncertainty as a result of higher volatility in financial markets and continued low interest rates... Pro forma analysis, which includes an assumption for variable annuities hedge breakage, shows earnings levels and dividend capacity would be adversely affected."
- "The rating outlook returns to Stable if there is a material positive change in Fitch's coronavirus assumptions... Fitch would consider revising the Rating Outlook on Prudential to Stable from Negative when the economic interest of Jackson becomes less of a concern at Group level... or when progress towards the successful divestiture of Jackson has been made."



GWS progress and timeline

- On October 21, 2019, the date of the M&G demerger, the HKIA has assumed the role of Prudential's group-wide supervisor and Prudential ceased to be subject to Solvency II regulation.
 - Ultimately, Prudential plc will become subject to the HKIA Group Wide Supervision (GWS) framework. Subject to final guidance we largely expect the GWS methodology to be consistent to that applied under LCSM
 - The HKIA has stated that the principles and standards for both the interim supervision framework and the GWS framework will be aligned with those being developed by the International Association of Insurance Supervisors (IAIS) in its Insurance Core Principles (ICPs) and in the Common Framework ("ComFrame") being developed for Internationally Active Insurance Groups.
 - The Legislative Council of the Hong Kong Special Administrative Region approved the enabling primary legislation in July 2020 and further implementation guidance is expected in the second half of the year. The timing of the finalisation and implementation of the GWS Framework remains uncertain, although it is expected to become effective in early 2021.





IAIS Instrument Guidelines

- As an Internationally Active Insurance Group (IAIG),
 Prudential falls within the scope of the International Association of Insurance Supervisor's (IAIS)
 Insurance Capital Standards (ICS) due to be implemented by 2024.
- ICS structural requirements are less restrictive than Solvency II (no principal loss absorption for Tier 1 Limited, nor mandatory coupon deferral for Tier 2 Paid-Up)

Financial instruments criteria for Tier 1 and Tier 2 Paid-Up capital

	Tier 1 Limited	Tier 2 Paid-Up
Subordination	Subordinated to policyholders, other non-subordinated creditors and holders of Tier 2 capital instruments	Subordinated to policyholders and other non-subordinated creditors ¹
Minimum maturity	Perpetual	Minimum 5 years effective maturity; "maturity" is earlier of contractual maturity or incentive to redeem
Regulatory amortisation	None	Straight-line amortisation in final 5 years to maturity (100%-0%) unless a redemption based upon supervisory solvency deferral mechanism is included
Optional redemption	Callable from year 5, subject to: Redemption only at issuer option Redemption only with supervisory approval Issuer does not create expectation of call/repurchase Tax and regulatory event call are permitted in the first 5 years if the IAIG replaces the called instrument with capital of the same or better quality, and the replacement of the called instrument is made on terms that are sustainable for the income capacity of the IAIG.	Callable from year 5, subject to: - Redemption only at issuer option - Redemption only with supervisory approval - Issuer does not create expectation of call/repurchase Callable in the first 5 years if all the above criteria are satisfied and the called instrument is replaced in full by a new issuance of the same or higher quality instrument.
Early redemption/repurchase	Early redemption/repurchase at any time subject to supervisory approval	Early redemption/repurchase at any time subject to supervisory approval
Distributions/Interest	Coupon fully discretionary Paid out of distributable items No linkage to credit standing	No linkage to credit standing No acceleration, expect in winding-up
Incentives to redeem	None, i.e. no step-up	Allowed, as long as the incentives do not result in the initial instrument maturity to be less than 5 years.

Source: 2020-06-30 IAIS Insurance Capital Standard



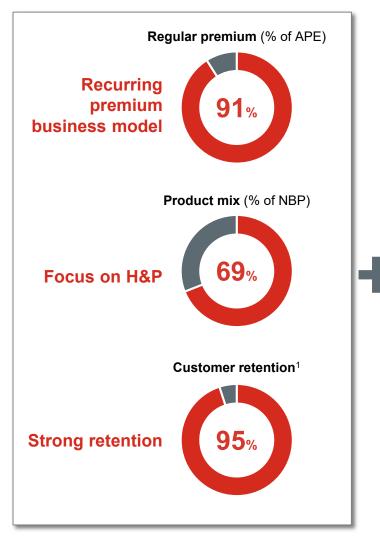
^{1.} A structurally subordinated instrument has to be issued by a HoldCo with no policy holder liabilities ("a clean Holdco") and proceeds must be downstreamed and tracked to an OpCo and distributions from the OpCo must be subject to regulatory supervision

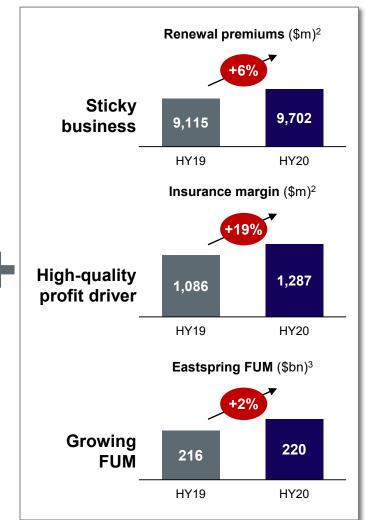
Prudential plc -H1 Debt pack

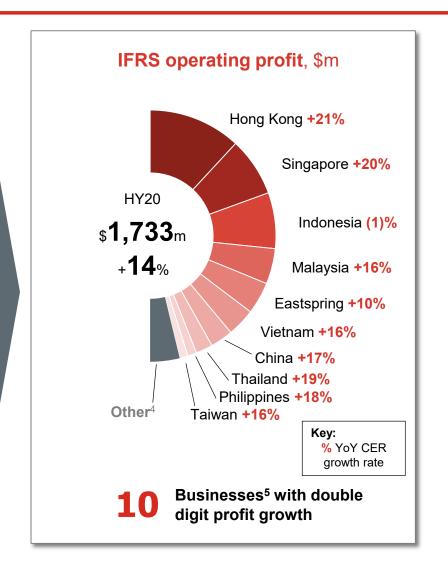
Business Unit detail



Growth, diversification and resilience









^{1.} Excluding India, Laos and Myanmar

^{2.} Constant exchange rate basis

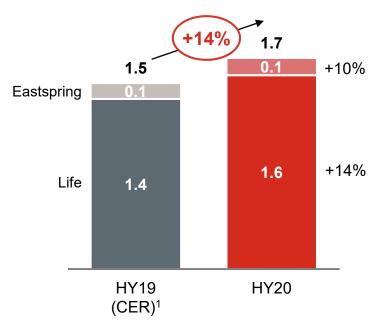
^{3.} Actual exchange rate basis

^{4.} Includes Cambodia growing IFRS operating profit at double digits

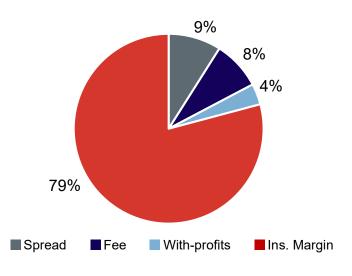
^{5.} Includes Eastspring

Resilient, broad-based in-force growth drives IFRS operating profit





Insurance margin & fees drive life IFRS income²



IFRS operating profit supported by insurance margin +19%

87% of life income comprises insurance margin and fee income

Eastspring operating profit +10% driven by higher average AuM and cost discipline

Strong market contributions, at scale

HY20 IFRS operating profit

	% growth ³	\$m
Hong Kong	+21%	412
Singapore	+20%	262
Indonesia	(1)%	249
Malaysia	+16%	158
Eastspring	+10%	143
Vietnam	+16%	125
China JV	+17%	101
Thailand	+19%	75
Philippines	+18%	40
Taiwan	+16%	37

9 life markets⁴ with 15%+ growth

Eastspring +10% growth

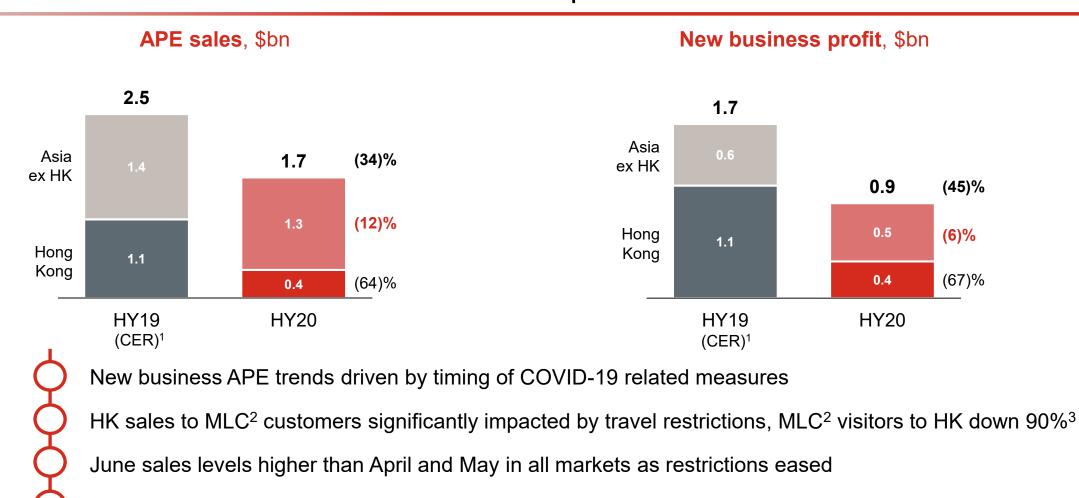
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Total income includes insurance margin, spread income, life fee income, with-profits and other income. Margin on revenue is excluded

Table excludes Cambodia (HY20 CER growth in IFRS operating profit >15%)

HY20 new sales reflect COVID-19 related disruption

7 markets increased their proportion of H&P business



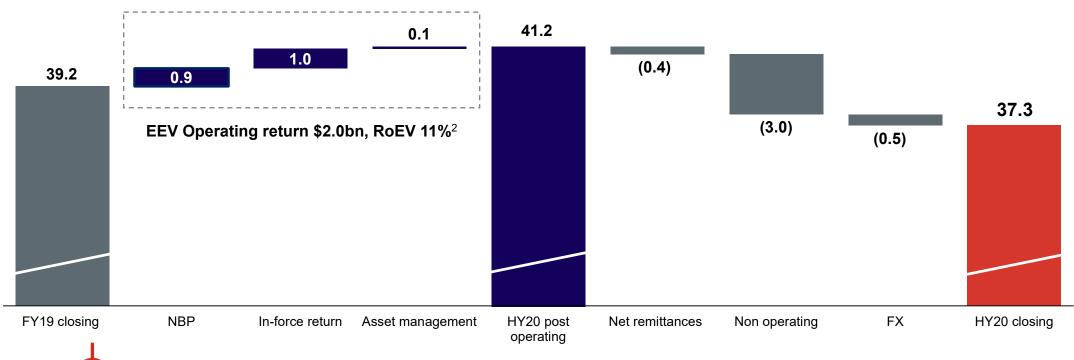


Constant exchange rate basis (CER)
 Mainland China (MLC)
 Source: Hong Kong Tourism Board HY20 vs HY19

NBP driven by lower sales & shift in country mix from HK. Margins outside HK improved

11% operating RoEV in challenging new business environment

Movement in embedded value, \$bn1





11% operating RoEV² despite challenging 1H20 trading environment

Higher in-force return includes continued positive operating assumption changes & variances

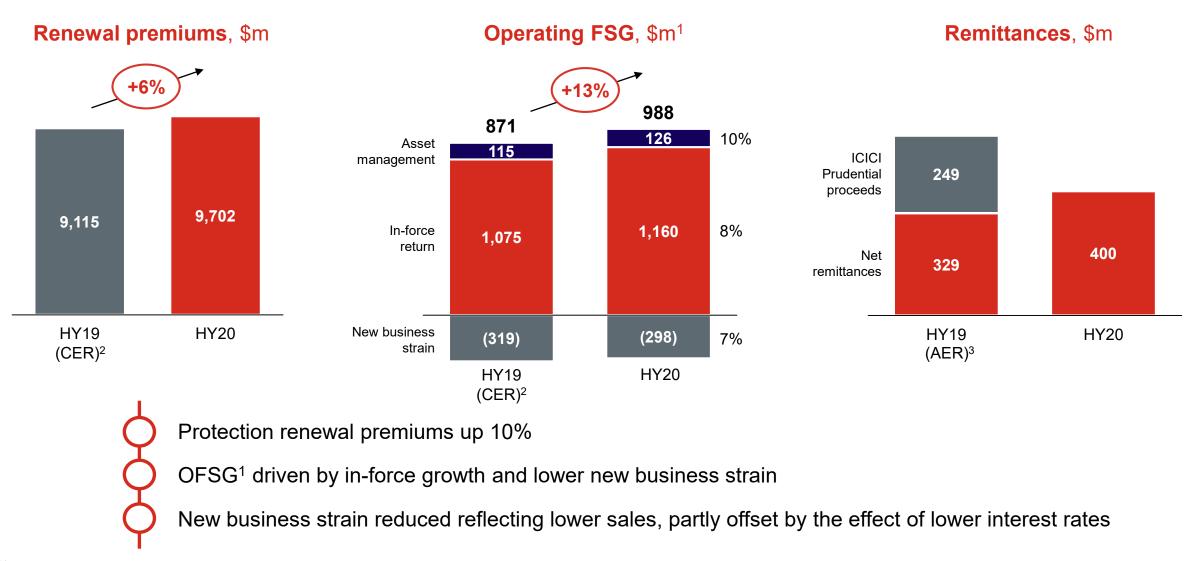
Non-operating result reflects impact of lower interest rates under active basis EEV methodology



^{1.} Actual exchange rate basis

^{2.} Operating profit / average embedded value. Annualised profits have been calculated by multiplying half year profits by two

Compounding in-force drives OFSG¹ supporting higher underlying remittances

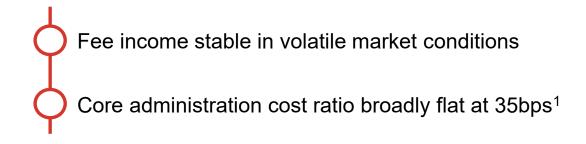




IFRS: resilient operating performance

US IFRS result, \$m

	HY19	HY20	%
Fee	1,601	1,596	0
Spread	298	273	(8)
Other income/expenses, incl. ordinary DAC	(534)	(581)	(9)
Sub Total	1,365	1,288	(6)
DAC deceleration/(acceleration)	191	(32)	nm
Asset management	16	10	(38)
Operating Profit	1,572	1,266	(19)
Short-term fluctuations & other items	(1,988)	(2,304)	(16)
Reinsurance agreement	-	846	-
Pre Tax Profit	(416)	(192)	nm
Post tax before restructuring costs	(272)	79	nm
30 June Shareholders' equity ²	8,594	8,955	5
30 June Shareholders' equity, ex AFS reserve ^{2,3}	6,828	6,765	(1)



Reinsurance transaction and on-going impact of low interest rates is expected to reduce spread income.

Unfavourable DAC acceleration as HY20 separate account return was below that assumed (HY19: favourable DAC deceleration of \$191m), partly offset by dropoff of 2017 year within mean reversion calculation.

Short-term fluctuations driven by net hedge results reflecting the effect of lower interest rates and lower equity markets on guarantee liabilities which exceeded the gains on derivatives in the period.

Reinsurance agreement with Athene applicable from 1 June, based on asset and liability valuations at 1 June.

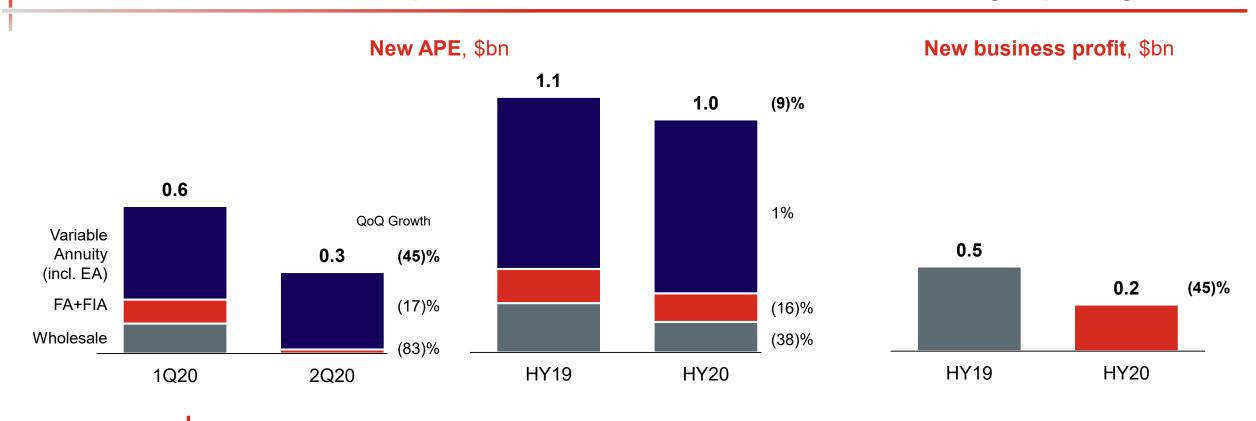
\$500m equity investment from Athene completed July.

^{1.} Administrative expenses excluding asset-based commissions/total average liabilities (HY19: 34bps)

^{2.} Does not include the \$500m equity investment from Athene completed July 2020

US

Resilient new VA sales, expected reduction in FA/FIA sales following repricing





VA sales stable over HY20, maintaining leading position

Proactive FA & FIA pricing actions over 4Q19-1Q20 led to expected sharp 2Q20 reduction in APE

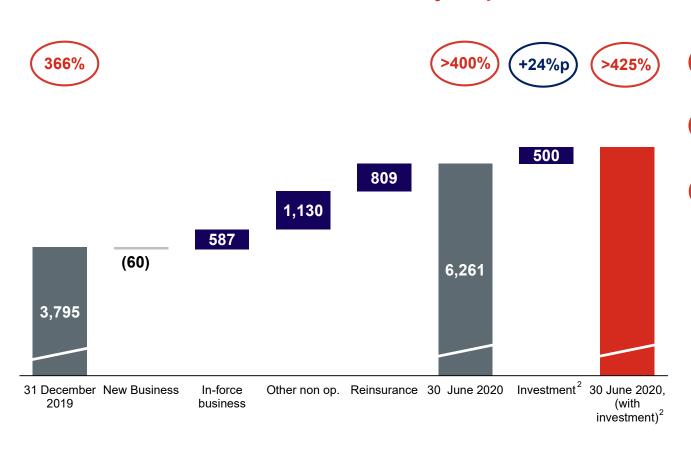
Lower interest rates and model enhancements drove reduction in NBP



US

Resilient statutory performance in volatile macro conditions

US statutory surplus & RBC ratio development¹, HY20 (\$m/%)



Hedging performed as expected

Reinsurance transaction added 69%p to RBC ratio

RBC cover ratio >425%²

1Q20 general account sales account for material share of HY20 new business investment.

In-force capital generation in-line with expectations.

Minimal impact from CARES Act at 30 June.

No regular dividends currently expected prior to IPO.

C1 factor change not expected until year-end 2021 at the earliest (-15%p to -25%p) impact.



^{1.} Jackson National Life. Surplus defined as surplus of available capital over required capital (set at 100 per cent of the Company Action Level)

^{2.} Athene's equity investment into the US business completed in July 2020. Assuming this transaction had completed at end-June, Jackson's estimated RBC cover ratio would have been above 425 per cent

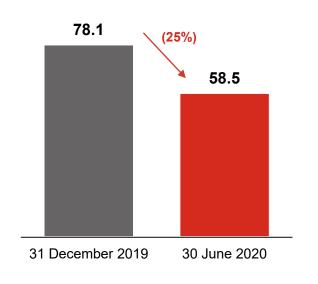
US

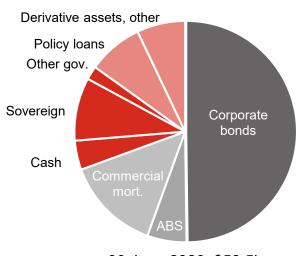
High quality asset exposure, credit risk reduced

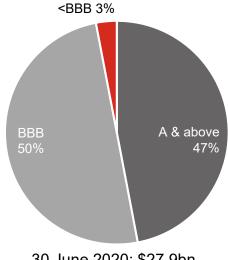
Shareholder cash & invested assets, \$bn

Shareholder cash & invested assets. by asset class, \$bn









30 June 2020: \$58.5bn

30 June 2020: \$27.9bn

15% invested assets including cash, held in sovereigns, other government debt, cash and cash equivalents

Corporate bond BBB exposure weighted to upper bands: BBB+ and BBB account for 82%² of portfolio

Commercial mortgage portfolio well diversified, average loan size \$18.6m (31 December 2019: \$19.3m), average estimated LTV 55% (31 December 2019: 54%)

Downgrade risk reduced: if 20 per cent of the general account credit assets³ were to be instantaneously downgraded by 1 whole letter rating, the RBC cover ratio would fall by c12%p (31 March 2020: c16%p)

Excluding corporate bonds held within consolidated funds financed largely by external third-party (non-recourse) borrowings, for which the Group's exposure is limited to the investment held by Jackson. Including these assets, the US corporate debt portfolio is 93% investment grade 2. Excluding corporate bonds held within consolidated funds financed largely by external third-party (non-recourse) borrowings, for which the Group's exposure is limited to the investment held by Jackson. Including these assets, BBB+ and BBB account for 82% of BBB exposure

^{3.} On a statutory accounting basis