



**There's
more
to Prudential**

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Fuelled by our successful retirement-led strategy, we delivered outstanding results during 2007, with sustained momentum across the Group.

Our EEV operating profit has doubled over the past three years with more than 75 per cent of new business profit coming from Asia and the United States.

With a proven strategy, and the financial strength, international spread and technical expertise to underpin our growth platform, we are well placed to deliver more.