

# PRUDENTIAL AT A GLANCE

Prudential plc is an international financial services group with significant operations in Asia, the US and the UK. We serve over 25 million customers and have £340 billion of assets under management. The Group is structured around four main business units: Prudential Corporation Asia, Jackson National Life Insurance Company, Prudential UK and M&G.

## OVERVIEW



### PRUDENTIAL CORPORATION ASIA

Prudential is a leading life insurer in Asia operating in 12 markets. We are in the top three for market share of new business in Hong Kong, India, Indonesia, Malaysia, Singapore, the Philippines and Vietnam.

In Asia we provide a comprehensive range of savings, protection and investment products tailored to meet customers' needs in each market.

Prudential's Asian asset management business manages investments across a broad range of asset classes for internal, retail and institutional clients. We are one of the region's leaders of Asian sourced assets under management. We are also the largest onshore mutual fund manager in Asia.



### JACKSON

Jackson is one of the largest life insurance companies in the US, providing retirement savings and income solutions to more than 2.8 million customers.

Jackson is also one of the top three providers of variable annuities in the US.

Founded 50 years ago, Jackson has a long and successful record of providing advisers with the products, tools and support to design effective retirement solutions for their clients.

## KEY STATISTICS

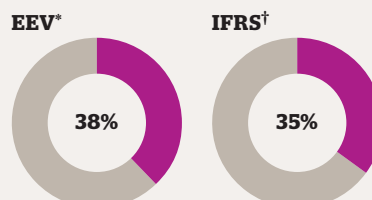
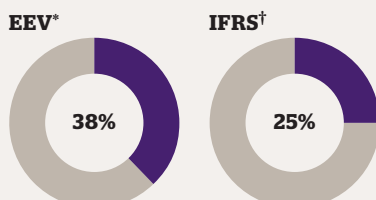
**ASIA**  
[www.prudentialcorporation-asia.com](http://www.prudentialcorporation-asia.com)



**UNITED STATES**  
[www.jackson.com](http://www.jackson.com)



## % OF GROUP OPERATING PROFITS



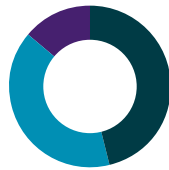
**LIFE ASSURANCE**

% of Group APE new business premiums<sup>1</sup>



43% Asia  
33% US  
24% UK

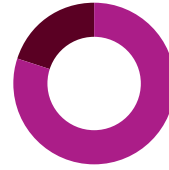
% of Group new business profit<sup>1</sup>



44% Asia  
38% US  
18% UK

**ASSET MANAGEMENT**

% of Group external funds under management



80% M&G  
20% Asia

[www.prudential.co.uk](http://www.prudential.co.uk)

**PRUDENTIAL**

**PRUDENTIAL UK**

Prudential UK is a leading life and pensions provider to approximately 7 million customers in the United Kingdom.

Our expertise in areas such as longevity, risk management and multi-asset investment, together with our financial strength and highly respected brand, means that the business is strongly positioned to continue pursuing a value-driven strategy built around our core strengths in with-profits and annuities.

**M&G**  
INVESTMENTS

**M&G**

M&G is Prudential's UK and European fund management business with total assets under management of £198 billion (at 31 December 2010).

M&G has been investing money for individual and institutional clients for 80 years. Today it is one of Europe's largest active investment managers as well as being a powerhouse in fixed income.

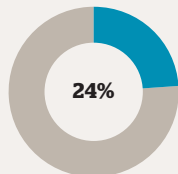
**UNITED KINGDOM**  
[www.pru.co.uk](http://www.pru.co.uk)



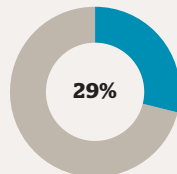
**UNITED KINGDOM & EUROPE**  
[www.mandg.co.uk](http://www.mandg.co.uk)



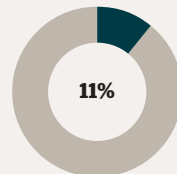
**EEV\***



**IFRS†**



**IFRS†**



<sup>1</sup> Excludes Japan, which ceased writing new business in 2010.  
\* % of Group EEV long-term operating profits.  
† % of Group IFRS operating profits, based on longer-term investment returns before restructuring costs and other income and expenditure.