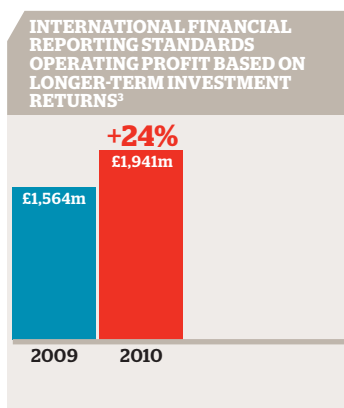
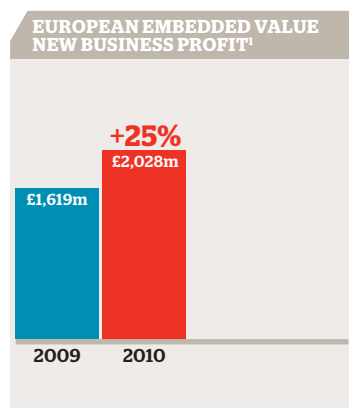
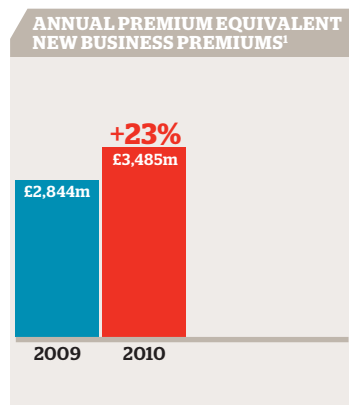


# HIGHLIGHTS

## KEY PERFORMANCE INDICATORS



- 1 Excludes Japan, which ceased writing new business in 2010.
- 2 Including Solvency II implementation, restructuring, Asia development and Asia Regional Head Office costs.
- 3 The Company has amended the presentation of IFRS operating profit for its US insurance operations to remove the net equity hedge accounting effect (incorporating related amortisation of deferred acquisition costs) and include it in the supplementary analysis of profit in short-term fluctuations in investment returns. 2009 amounts have been amended accordingly.

**BUSINESS UNIT PERFORMANCE HIGHLIGHTS****PRUDENTIAL CORPORATION ASIA**

- Regional leader with more market leading positions in the life insurance and asset management sectors than anyone else
- Well diversified platform as no one country, distribution channel or product drives performance
- APE sales up 24 per cent to £1,501 million
- New business profit up 24 per cent to £902 million
- IFRS operating profit up 29 per cent to £536 million

**JACKSON**

- Record total APE retail sales of £1,164 million - highest level in Jackson's history
- Top three provider of variable annuities in US
- Rated as a 'World Class' service provider for five successive years by Service Quality Measurement Group
- 'Highest Customer Satisfaction by Industry' award from Service Quality Measurement Group

**PRUDENTIAL UK**

- Strength and investment performance of With-Profits Fund allowed Prudential to deliver strong annualised returns for policyholders
- Retained 'Five Star' rating for excellent service in the Investment category at the Financial Adviser Service Awards
- IFRS total operating profits up nine per cent to £719 million
- Retail new business margin increased from 31 per cent to 35 per cent

**M&G**

- M&G's retail business was awarded the prestigious 2010 Global Group of the Year award at the 15th annual *Investment Week* Fund Manager of the Year Awards. This is the second time in three years that M&G has received this award
- M&G's institutional business was also recognised for its investment performance, winning the 2010 UK Asset Management Firm of the Year award at *Financial News*' Awards for Excellence in Institutional Asset Management
- Record full year profits of £246 million, 8 per cent higher than previous record achieved in 2008
- External net fund inflows of £9.1 billion