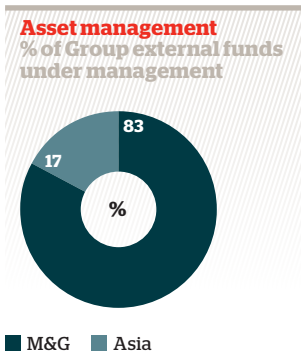
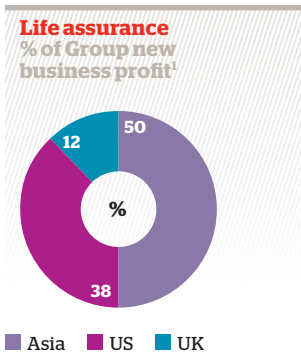
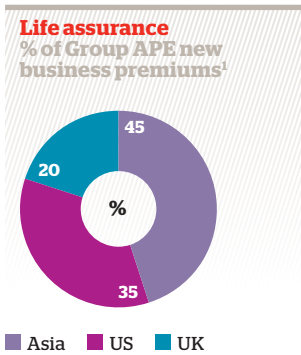


Prudential at a glance



Prudential plc is an international financial services group with significant operations in Asia, the US and the UK. We serve more than 26 million customers and have £351 billion of assets under management. We are listed on stock exchanges in London, Hong Kong, Singapore and New York.

The Group is structured around four main business units: Prudential Corporation Asia, Jackson National Life Insurance Company, Prudential UK and M&G.

Prudential uses long-term thinking to create long-term value. Through our strong financial performance and international strategy, we create financial benefits for our shareholders and investors and deliver economic and social benefits for the communities in which we operate.

Key statistics

- 160+** years of understanding and responding to our customers' needs
- 26,000+** employees
- 26m+** customers
- £351bn** assets under management (at 31 December 2011)
- 4** stock exchange listings - London, Hong Kong, New York and Singapore

Note
1 Excludes Japan which ceased writing new business in 2010.

Overview

% of Group
operating profits

www.prudential.com
corporation-asia.com
For further information
go to page 24

Prudential Corporation Asia

Prudential is a leading international life insurer in Asia with operations in 12 markets. We have built a high performing platform with effective, multi-channel distribution, a product portfolio centred on regular savings and protection, award winning customer services and a well respected brand.

Prudential's Asian based asset management division, Eastspring Investments, is one of the region's leading fund managers and the largest onshore provider of mutual funds.

44%

EEV*

30%

IFRS†



www.jackson.com
For further information
go to page 34

Jackson

Jackson is one of the largest life insurance companies in the US, providing retirement savings and income solutions with more than 2.9 million policies and contracts in force.

Jackson is also one of the top three providers of variable and total 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.

35%

EEV*

28%

IFRS†



www.pru.co.uk
For further information
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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.

21%

EEV*

28%

IFRS†



www.mandg.co.uk
For further information
go to page 46

M&G

M&G is Prudential's UK and European fund management business with total assets under management of £201 billion (at 31 December 2011).

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

14%

IFRS†

*Based on long-term business.
†Based on operating profit before other income and expenditure.