



Prudential plc
Annual
Report 2011

Long-term thinking

Prudential delivered another strong performance in 2011, with continued growth across the key metrics of IFRS, new business profit and cash while maintaining a robust capital position. In line with our strategy of value optimisation and capital conservation, higher sales and higher profit in 2011 have been achieved while consuming less capital in both relative and absolute terms than in 2010.

We remain on track to deliver the 2013 profit growth and cash generation objectives we announced in December 2010. Our clear strategy and the strength of our products and distribution - combined with our balanced portfolio of businesses and market-leading positions in Asia - mean we are well positioned to deliver continued relative outperformance in the medium-term.

To view our report online go to www.prudential.co.uk



The directors' report of Prudential plc for the year ended 31 December 2011 is set out on pages 1-130, 436-463 and 466-470, and includes the sections of the Annual Report referred to in these pages.

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For further information about our strategy and operating principles, go to page 9



For further information about our Board of Directors, go to page 108

