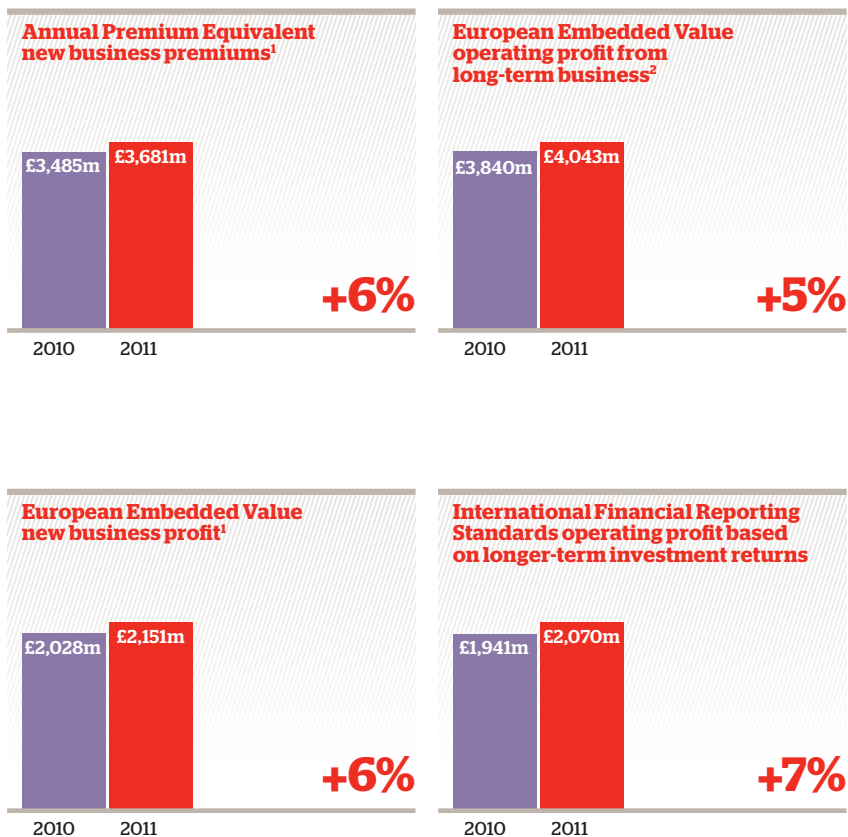


Highlights

Key performance indicators



¹ 2010 comparative APE new business sales and new business profit exclude those for the Japanese insurance operations which ceased writing new business from 15 February 2010.

² Including Solvency II implementation costs, restructuring costs, Asia development costs, Asia Regional Head Office costs and in 2011, the impact of the RPI to CPI inflation measure change for defined benefit pension schemes.

Business unit performance highlights



Prudential Corporation Asia

- Total IFRS operating profit* up 32 per cent to £709 million - making our life insurance business in Asia the biggest contributor† to Group IFRS operating profit
- High performing multi-channel distribution with increasing agent activity and productivity and strongly growing sales through an extensive range of bank partners
- Well balanced life insurance product portfolio emphasising regular premium savings and protection that offers good returns for customers and shareholders
- More market leading positions than any other life insurer in the region and the region's largest onshore mutual fund manager



Jackson

- New business profit up 7 per cent to £815 million
- Top three provider of variable and total annuities in US
- Rated as a 'World Class' service provider for six successive years by Service Quality Measurement Group
- Highest Customer Satisfaction by Industry award from Service Quality Measurement Group



Prudential UK

- Total IFRS operating profit of £723 million
- Strength and investment performance of With-Profits Fund allowed Prudential to deliver strong annualised returns for policyholders
- Two 'Five Star' ratings for excellent service in the Investment and Life and Pensions categories at the Financial Adviser Service Awards 2011



M&G

- Record operating profit up 22 per cent to £301 million
- M&G's retail business has been awarded the prestigious Outstanding Investment House of the Year 2011 Award for the second year running at the OBSR Awards
- M&G's institutional business was recognised for its strength and expertise at the industry flagship Financial News Awards for Excellence in Institutional Asset Management, where it was named Fixed Income Manager of the Year 2011

* Operating profit from long-term operations excluding Eastspring Investments, development costs and Asia regional head office costs.
 † If long-term business is considered separately from asset management and UK general insurance commission.