

Prudential at a glance

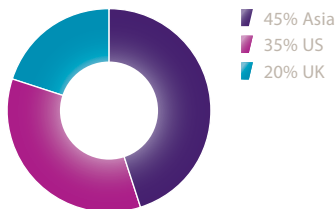
Providing financial security for our customers

Prudential plc is an international financial services group with significant operations in Asia, the US and the UK. We serve around 24 million insurance customers and have £405 billion of assets under management. We are listed on stock exchanges in London, Hong Kong, Singapore and New York.

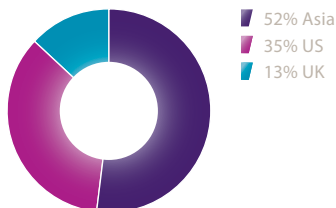
The Group is structured around four main business units: Prudential Corporation Asia, Jackson National Life Insurance Company, Prudential UK and M&G.

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.

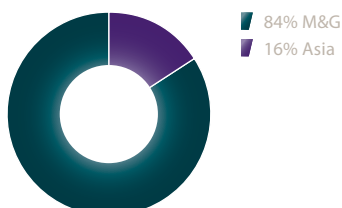
Life assurance % of Group APE new business premiums



Life assurance % of Group new business profit



Asset management % of Group funds under management – investment products



Prudential Corporation Asia

Prudential is a leading international life insurer in Asia with operations in 13 markets¹. 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 Asia-based asset management division, Eastspring Investments, is one of the region's leading fund managers and the largest retail asset manager².

- Asia life insurance business operating profit³ up 30 per cent to £920 million
- 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 top three market positions⁴ than any other life insurer in the region and the region's largest retail asset manager

More about our Asia business:

- ✦ Asia page 20
- ✦ www.prudentialcorporation-asia.com

Notes

- 1 Including Cambodia where operations were launched in 2013.
- 2 Source: survey conducted by Asia Asset Management Magazine as at 30 June 2012 (based on assets sourced from Asia ex-Japan).
- 3 Operating profit from long-term operations excluding Eastspring Investments, development costs and Asia regional head office costs.
- 4 In terms of new business APE.
- 5 Based on operating profit before other income and expenditure.
- 6 EEV long-term business.

32%

IFRS % of Group operating profits⁵

44%

EEV⁶ % of Group operating profits



JACKSON™

Jackson

Jackson is one of the largest life insurance companies in the US, providing retirement savings and income solutions to approximately 4 million customers. Jackson is also one of the top two 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.

- New business profit of £873 million
- Top two provider of variable annuities in US
- Rated as a 'World Class' service provider for seven successive years by Service Quality Measurement Group
- 'Highest Customer Satisfaction by Industry' award from Service Quality Measurement Group

More about our US business:

- ✦ [United States page 26](#)
- ✦ www.jackson.com

32%

IFRS % of Group operating profits⁵

36%

EEV⁶ % of Group operating profits



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.

- Total IFRS operating profit of £736 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 2012

More about our UK business:

- ✦ [United Kingdom page 32](#)
- ✦ www.pru.co.uk

24%

IFRS % of Group operating profits⁵

20%

EEV⁶ % of Group operating profits



M&G
INVESTMENTS

M&G

M&G is Prudential's UK and European fund management business with total assets under management of £228 billion.

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.

- Record operating profit up 6 per cent to £320 million
- Record net inflows of £16.9 billion
- M&G's retail business has been awarded the prestigious Outstanding Investment House of the Year 2012 Award for the third year running at the OBSR Awards
- M&G's institutional business was recognised for its strength and expertise at the UK Pensions Awards, where it was named Fixed Income Manager of the Year 2012
- £228 billion assets under management

More about M&G:

- ✦ [Asset management page 38](#)
- ✦ www.mandg.co.uk

12%

IFRS % of Group operating profits⁵