

## Highlights

# A strong performance in 2012

Prudential has produced a strong performance in 2012. Globally, we have around 24 million insurance customers and have continued to provide each of them with products and services that they value highly, delivering on our promise to offer quality savings and protection products.

The quality of our products, the strength of our multi-channel distribution platform and our ability to innovate and develop creative solutions to meet our customers' needs translate over time into profitable and sustainable growth. Our focus on capital and risk management has allowed us to deliver both growth and cash to shareholders, despite a challenging macroeconomic environment.

We have increased our dividend by 15.9 per cent to 29.19 pence per share. This is the second time in three years we have rebased our dividend upwards. Our approach to growing the dividend demonstrates our confidence in our ability to continue to deliver long-term value for our shareholders.

**29.19p**

full-year dividend

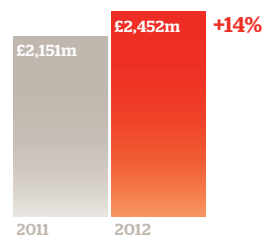
**+15.9%**

increase on 2011

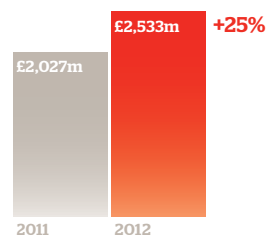
The directors' report of Prudential plc for the year ended 31 December 2012 is set out on pages 1-110, 366-384 and 386-391 and includes the sections of the Annual Report referred to in these pages.

### Key performance indicators

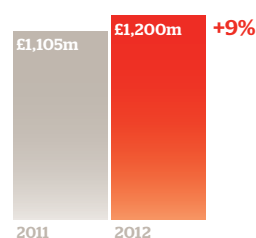
#### European Embedded Value new business profit



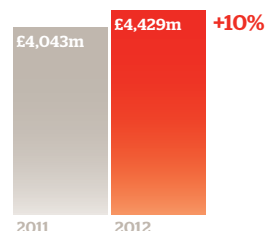
#### International Financial Reporting Standards operating profit based on longer-term investment returns\*



#### Business unit net remittances



#### European Embedded Value operating profit from long-term business



#### Note

\*2011 comparative adjusted for retrospective application of the accounting policy change for deferred acquisition costs as discussed in note A5 of the IFRS financial statements.