

2016 Full Year Results

14 March 2017



This document may contain 'forward-looking statements' with respect to certain of Prudential's plans and its goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements that are not historical facts, including statements about Prudential's beliefs and expectations and including, without limitation, statements containing the words 'may', 'will', 'should', 'continue', 'aims', 'estimates', 'projects', 'believes', 'intends', 'expects', 'plans', 'seeks' and 'anticipates', and words of similar meaning, are forward-looking statements. These statements are based on plans, estimates and projections as at the time they are made, and therefore undue reliance should not be placed on them. By their nature, all forward-looking statements involve risk and uncertainty. A number of important factors could cause Prudential's actual future financial condition or performance or other indicated results to differ materially from those indicated in any forward-looking statement. Such factors include, but are not limited to, future market conditions, including fluctuations in interest rates and exchange rates, the potential for a sustained low-interest rate environment, and the performance of financial markets generally; the policies and actions of regulatory authorities, including, for example, new government initiatives; the political, legal and economic effects of the UK's vote to leave the European Union; the impact of continuing designation as a Global Systemically Important Insurer or 'G-SII'; the impact of competition, economic uncertainty, inflation and deflation; the effect on Prudential's business and results from, in particular, mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; the impact of changes in capital, solvency standards, accounting standards or relevant regulatory frameworks, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate; and the impact of legal and regulatory actions, investigations and disputes. These and other important factors may, for example, result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. Further discussion of these and other important factors that could cause Prudential's actual future financial condition or performance or other indicated results to differ, possibly materially, from those anticipated in Prudential's forwardlooking statements can be found under the 'Risk Factors' heading in Prudential's Full Year 2016 Results Regulatory News Release and the 'Risk Factors' heading of Prudential's most recent Annual Report and annual report on Form 20-F filed with the U.S. Securities and Exchange Commission, as well as under the 'Risk Factors' heading of any subsequent Prudential Half Year Financial Report. Prudential's most recent Annual Report, Form 20-F and any subsequent Half Year Financial Report are/will be available on its website at www.prudential.co.uk.

Any forward-looking statements contained in this document speak only as of the date on which they are made. Prudential expressly disclaims any obligation to update any of the forward-looking statements contained in this document or any other forward-looking statements it may make, whether as a result of future events, new information or otherwise except as required pursuant to the UK Prospectus Rules, the UK Listing Rules, the UK Disclosure and Transparency Rules, the Hong Kong Listing Rules, the SGX-ST listing rules or other applicable laws and regulations.

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Mike Wells

Group Chief Executive

Group 2016 headline results



- Record IFRS operating profits of £4.3 billion; cash generation up 10% to £3.6 billion
- Asia earnings up 15% to £1.6 billion and cash generation² up 15% to £859 million
- ✓ Strong progress on 2017 objectives
- £12.5 billion Solvency II surplus³ at 201% cover
- 12% increase in 2016 full year ordinary dividend

¹ Excludes the result attributable to the held for sale Korea life business

² Cash generation equates to underlying free surplus generation

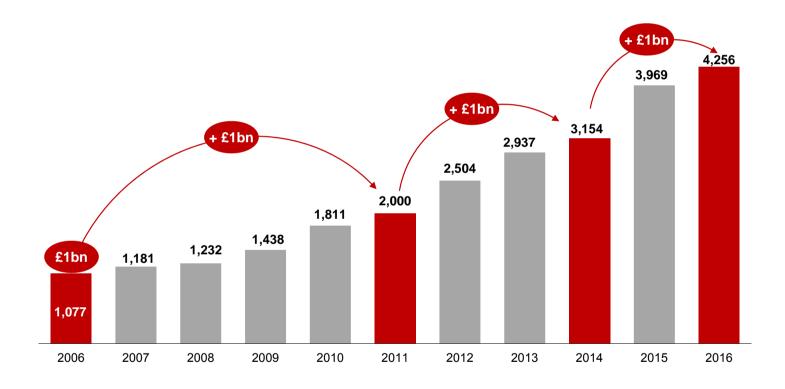
³ The Group and UK Shareholder positions excludes the contribution to the Group SCR and Own Funds of ring fenced With-Profit Funds and staff pension schemes in surplus. The 31 December 2016 estimated solvency position includes the impact of recalculated transitionals at the valuation date which has reduced the Group shareholder surplus from £12.9 billion to £12.5 billion

Note: Growth rates have been stated on an constant exchange rate basis

Delivering profitable growth at scale



IFRS operating profit^{1,2}, £m



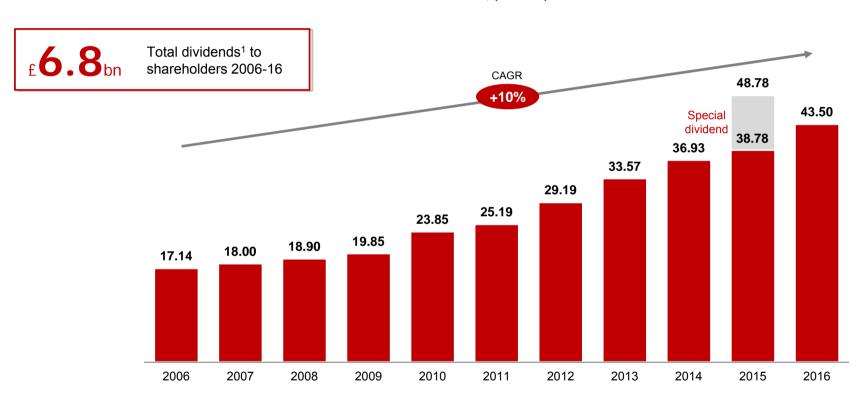
¹ Comparatives have been stated on an actual exchange rate basis

² Comparatives are adjusted for new and amended accounting standards and excludes Japan and Taiwan agency. Comparatives have also been restated to exclude the contribution from the held for sale Korea Life

Translating into strong shareholder returns



Dividend, pence per share



1 Amounts paid 2006-10 net of scrip dividends

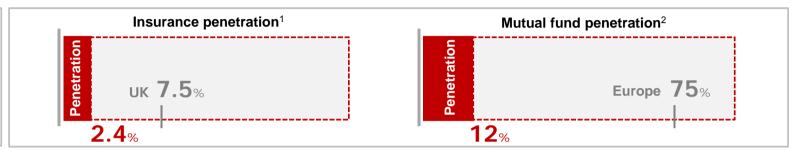
Geographic footprint aligned to significant demand



ASIA

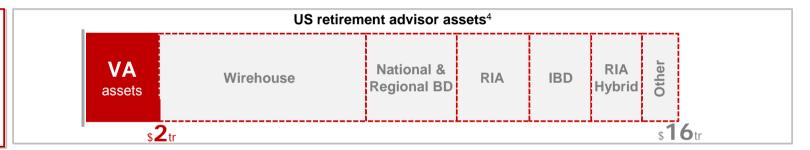
Leading pan regional life franchise

#1 Retail Asian asset manager³



SN

Premier retirement income player



とと

Well recognised brands with strong track records



- 1 Insurance penetration source Swiss Re Sigma 2015. Insurance penetration calculated as premiums as % of GDP. Asia penetration calculated on a weighted population basis
- 2 Mutual fund penetration: FUM as % of GDP. Source: Investment Company Institute, industry associations and Lipper as of 1Q'16. Datastream as of Jun 2016
- 3 Source: Asia Asset Management Fund Manager Surveys. Based on assets sourced in Asia ex-Japan, Australia and New Zealand. Ranked according to participating firms only
- 4 Source: Cerulli Associates advisor metrics 2015

Disciplined execution delivering strong returns







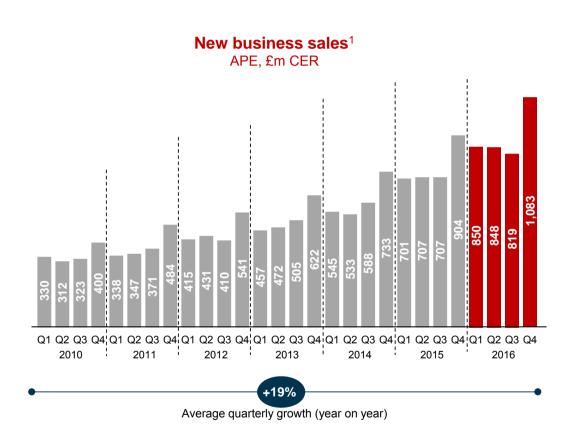


¹ Operating profit after tax and non-controlling interests, as a percentage of opening IFRS shareholders' funds.

Asia

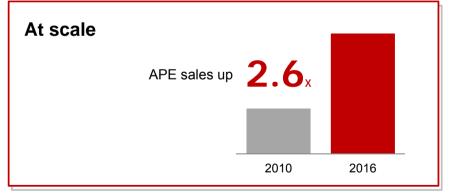
Consistent new business growth











¹ Comparatives have been stated on an constant exchange rate basis

^{2 2016} regular premium APE percentage

Asia

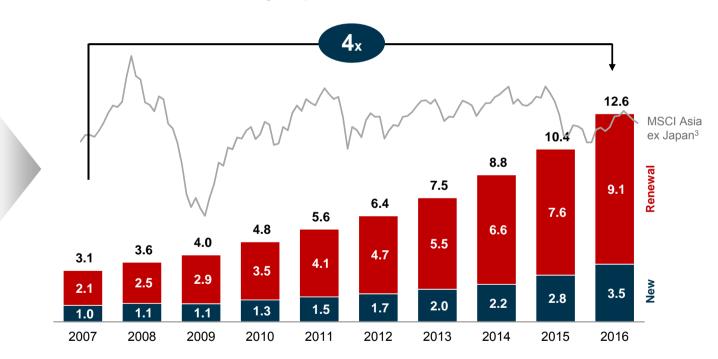
Compounding revenues





New & renewal premiums

Life weighted premium income^{1,2}, £bn CER



¹ Weighted premium income comprises gross earned premiums at 100% of renewal premiums, 100% of first year premiums and 10% of single premiums

² Comparatives have been stated on an constant exchange rate basis. Historic have been restated to exclude sales from Korea Life, classified as held for sale. 2014 excludes intra-group reinsurance contracts between the UK and Asia with-profits businesses

³ Source: Datastream.

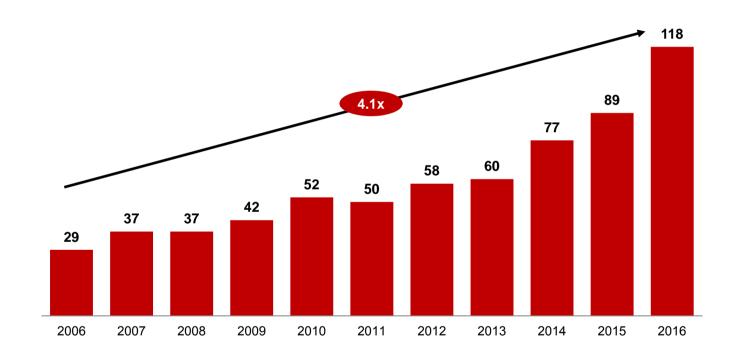
⁴ Change in customer numbers from 7m in December 2006 to 15m in December 2016.

⁵ Prudential opening insurance penetration (2006-2015) calculated by dividing Prudential total premium by total GDP (Source: IMF). Prudential total premium (Brudential market share multiplied by total market life premium (Source: Swiss Rs). Calculated for HK, IDN, MY, SG, TH, PH, VN, TW. Excludes China and India as a result of restricted market access. Prudential insurance penetration increased from 0.4% in 2006 to 0.6% in 2016 to 0.6% in 2016.

AsiaGrowing assets



Eastspring FUM^{1,2}, £bn



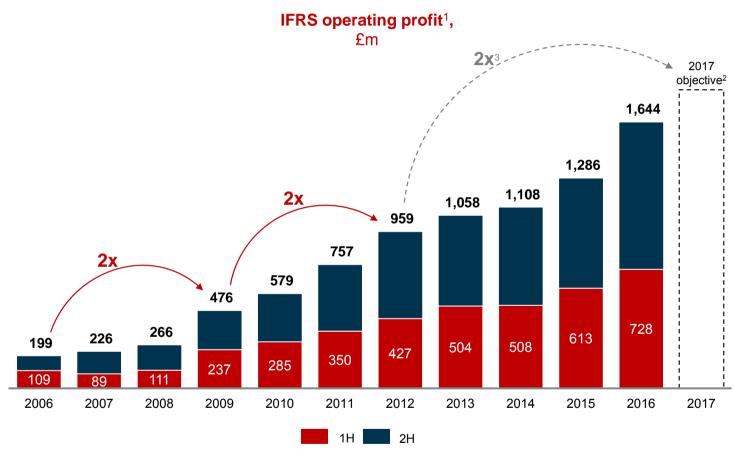
¹ Comparatives have been stated on an actual exchange rate basis

² Funds under management includes both internal and external FUM.

Asia

Delivering compounding growth





^{1.} Comparatives have been stated on an actual exchange rate. Comparatives have also been restated to exclude the contribution from 'Held for sale' Korea. 2012 includes the one off gain on sale of stake in China Life of Taiwan of £51m.

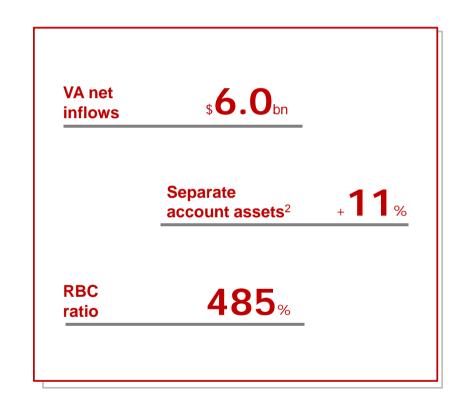
^{2. 2017} objective is defined as at least 15% CAGR from 2012-17 based on an Asia 2012 IFRS operating profit of £909m (excluding one off of £51m) assuming exchange rates at December 2013.

^{3. 2}x based on implied multiple using 2012 IFRS operating profit of £909m increasing at a 15% CAGR to 2017

USDisciplined execution



- Delivering VA net inflows in an evolving environment
- Increasing separate account assets underpin 8% earnings¹ growth
- Strong capital position



Life IFRS operating profi

² Growth rates have been stated on an constant exchange rate basis

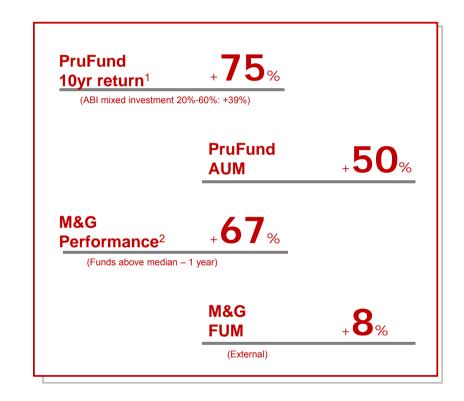
UKNavigating change



Capital light business model

Strong demand for PruFund product range

Improving M&G fund performance and growing FUM

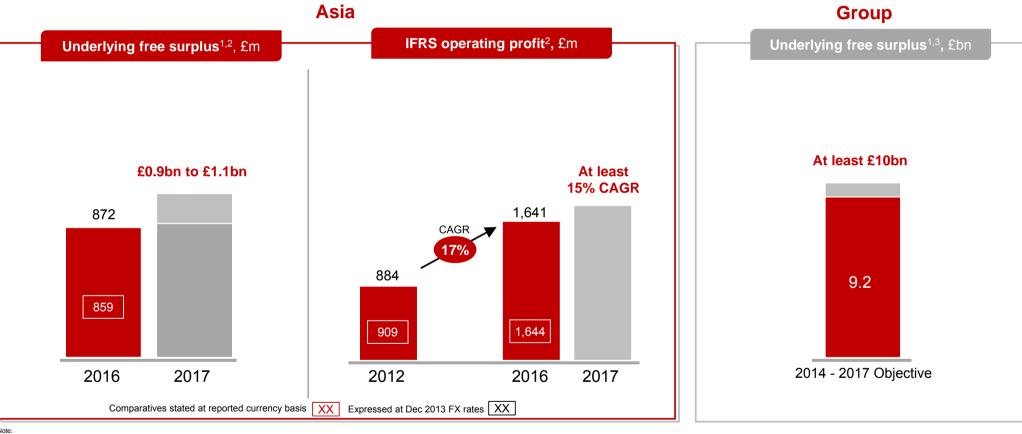


^{1.} ABI Mixed Investment 20%-60% Shares TR; performance from 29 December 2006 to 30 December 2016

^{2.} Over the one year to the end of December 2016, 34 retail funds accounting for 67% of M&G retail funds and representing 76% of M&G retail funds under management have delivered top or upper quartile performance. Quartile rankings are based on returns which are net of fees

Strong progress on 2017 objectives





The objectives assume exchange rates at December 2013 and economic assumptions made by Prudential in calculating the EEV basis supplementary information for the half year ended 30 June 2013, and are based on regulatory and solvency regimes applicable across the Group at the time the objectives were set. The objectives assume the existing EEV, IFRS and Free Surplus methodology at December 2013 will be applicable over the period

Following the announcement of the proposed sale of the Korea life business in November 2016, reported amounts exclude the results of the Korea life business. As this sale is expected to complete in 2017. The relevant 2017 objective (Asia IFRS operating profit) has been adjusted.

¹ Underlying free surplus generated comprises underlying free surplus generated from long-term business (net of investment in new business) and that generated from asset management operations. The 2012 comparative is based on the retrospective application of new and amended accounting standards and excludes the one-off gain on sale of our stake in China Life of Taiwan of £51 million

² Constant exchange rates results translated using exchange rates at December 2013.

³ Underlying free surplus generated comprises underlying free surplus generated from the Group's long-term business (net of investment in new business) and that generated from asset management operations. Further information is set out in notes 9 of the EEV basis results

GroupKey take-aways



- Results reinforce structural growth drivers
- Asia continues to underpin growth
- Disciplined execution to offset known headwinds
- Strong balance sheet, defensive positioning
- Well positioned to deliver long-term value



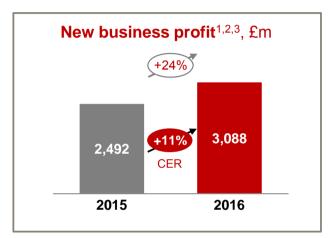
Nic Nicandrou

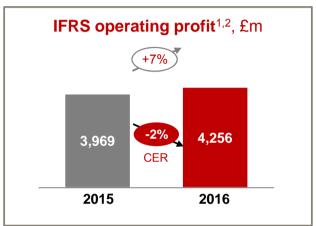
Chief Financial Officer

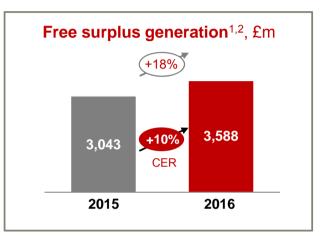
Key financial highlights

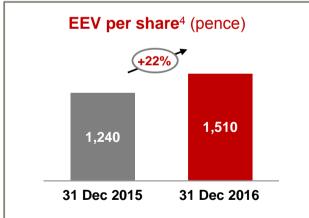
Continued delivery of "Growth and Cash"

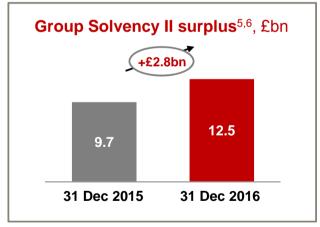


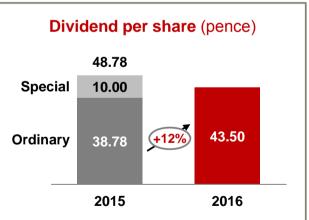












Comparatives have been stated on an actual exchange rate basis

Excludes the results attributable to the held for sale Korea life business

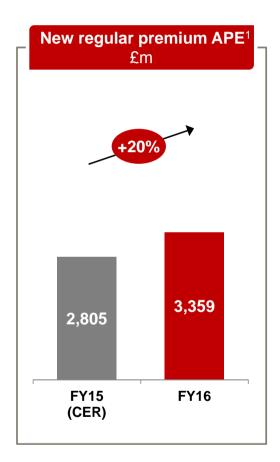
Includes goodwill. Comparative based on opening EEV shareholders' funds after £(0.5)bn adjustment for the impact of Solvency II on UK insurance Before allowing for second interim ordinary dividend (2015: before allowing for second interim ordinary dividend and special dividend)

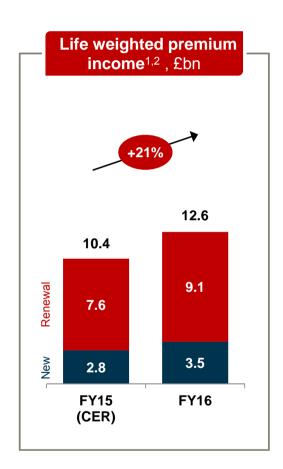
The Group shareholder position excludes the contribution to the Group SCR and Own Funds of ring fenced With-Profit Funds and staff pension schemes in surplus. The 31 December 2016 estimated solvency position includes the impact of recalculated transitionals at the valuation date which has reduced the Group shareholder surplus from £12.9bn to

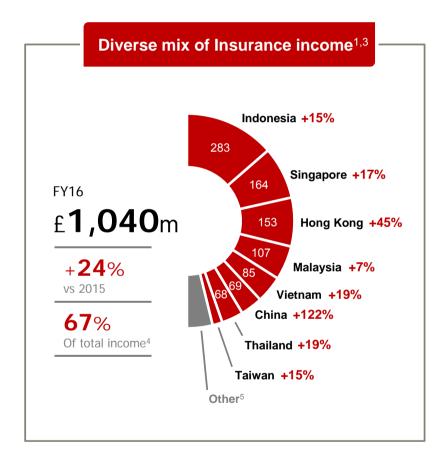
Strong progression in key earnings drivers

Asia Life growing in scale and quality









Excludes the results attributable to the held for sale Korea life business

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Growth based on constant exchange rates

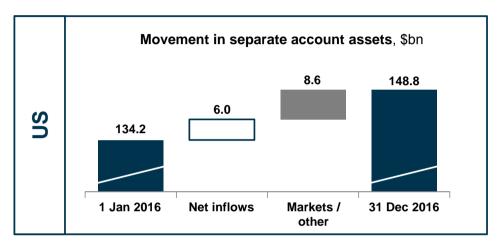
Total income includes insurance income, spread income, fee income, with profits income and expected returns on shareholder assets and excludes margin on revenues

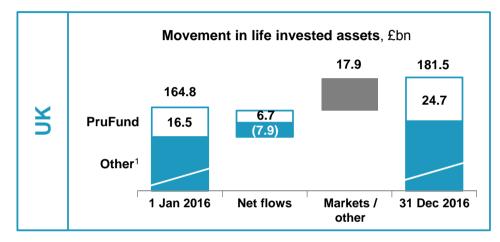
⁵ Other represents Philippines, India, Cambodia and non-recurring

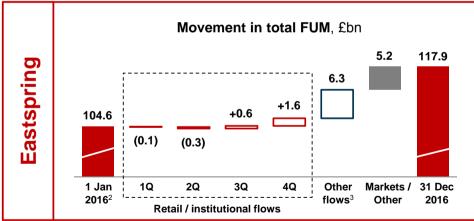
Strong progression in key earnings drivers

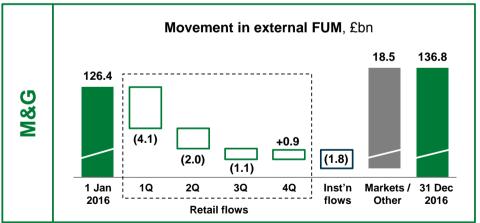
Asset management businesses building fee earning base











Includes corporate pension, legacy with-profits and annuity business

Comparative has been stated on a constant exchange rate basis

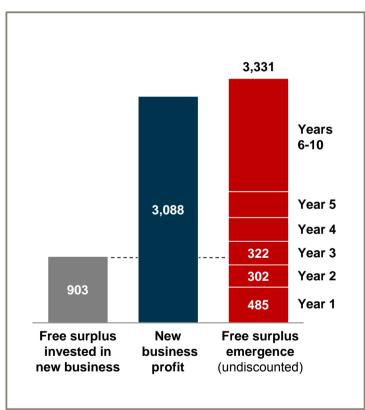
Represents internal flows (£5.9bn) and third party money market funds (£0.4bn)

Capital allocation

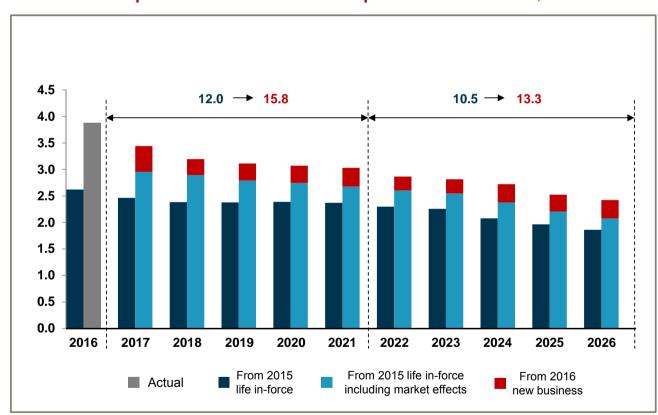
High capital velocity



Capital velocity, £m



Expected undiscounted free surplus from life in-force1, £bn

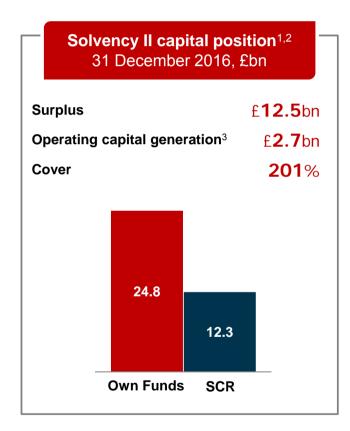


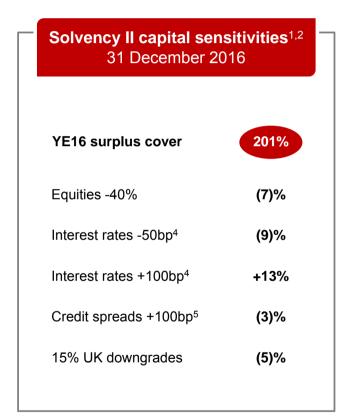
¹ For life business, represents the undiscounted expected transfer of in-force business and required capital to free surplus as at FY16

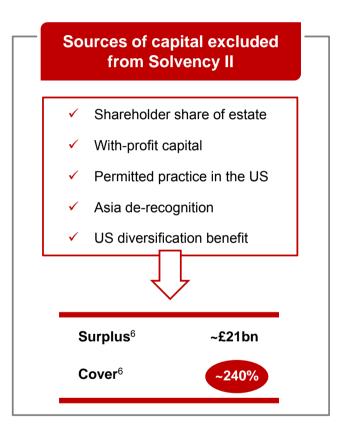
Group solvency position

High quality and resilient capital









¹ The Group and UK Shareholder positions excludes the contribution to the Group SCR and Own Funds of ring fenced With-Profit Funds and staff pension schemes in surplus. The 31 December 2016 estimated solvency position includes the impact of recalculated transitionals at the valuation

date which has reduced the Group shareholder surplus from £12.9bn to £12.5bn 2 Before allowing for 2016 second interim ordinary dividend

Includes £0.4bn from specific asset and liability actions taken in 2016 to improve the solvency position and de-risk the balance sheet

Assumes transitional recalculation which is subject to PRA approval
 For Jackson, includes credit defaults of 10 times the expected level

⁶ This adjusted surplus / ratio does not comply with Solvency II rules and has not been reviewed by the PRA

Group IFRS profit

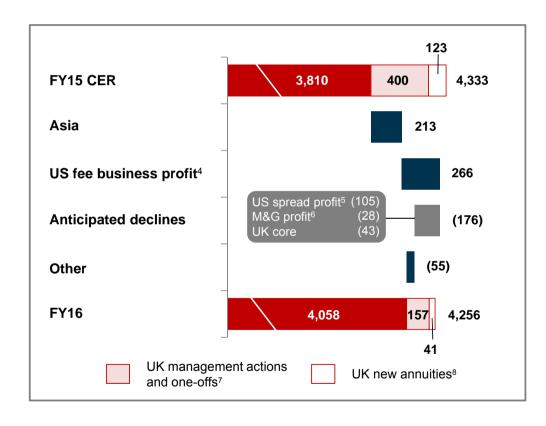
Growth in Asia and US fee business underpin 2016 earnings



IFRS operating profit by business unit¹, £m

IFRS operating profit¹ 2016 vs 2015, £m

	FY16	FY15 ²	CER	AER
Asia	1,644	1,286	+15%	+28%
us	2,048	1,702	+7 %	+20%
UK	828	1,195	(31)%	(31)%
M&G	425	442	(4) %	(4) %
Other ³	(689)	(656)	(5) %	(5)%
	4,256	3,969	(2) %	+ 7 %



Excludes the result attributable to the held for sale Korea life business

On an actual exchange rate basis

Includes PruCap, head office costs, interest received from a tax settlement, Solvency II costs and restructuring costs

Fee business represents profits from variable annuity products. As well as fee income, revenue for this product line includes spread income from investments directed to the general account and other variable annuity fees included in insurance margin

Spread business is the net operating profit for fixed annuity, fixed indexed annuity and Guaranteed Investment Contracts and largely comprises spread income less costs Excludes M&G performance-related fees of £33m (2015: £22m)

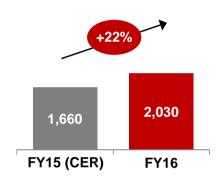
Includes amounts relating to UK management actions relating to longevity reinsurance of £197m (2015: £231m), other optimisation actions of £135m (2015: £169m) and provision for the cost of undertaking a review of past non-advised annuity sales practices and related potential redress of £(175)m (2015: £nil) Comprises contribution from retail annuities of £41m (2015: £34m) and bulk annuities £nil (2015: £89m)

Asia Life

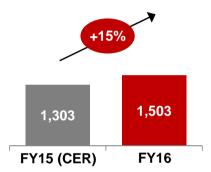
Strong and consistent growth across key metrics



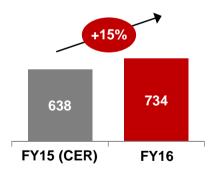




IFRS operating profit¹, £m



Free surplus generation¹, £m



EEV shareholders' funds, £bn



New business

- > APE growth of 19% to £3,599m
- > 4Q APE > £1bn, with >20% growth in 8 countries²

Hong Kong	+21%	China	+47%
Philippines	+27%	Taiwan	+23%
Singapore	+24%	India	+58%
Vietnam	+30%	Cambodia	+46%

- > NBP growth exceeds APE increase
 - · Driven by business mix
 - H&P +22%

IFRS operating profit

- ➤ Contribution from life in-force: +19% to £1.469m
- ➤ 6 countries with > 15% growth
- ➤ Increasing contribution from smaller countries

Embedded value

- ➤ RoEV³ of 22%
- > EEV increased c.2x from end of 2012

¹ Excludes the results attributable to the held for sale Korea life business

² On a constant exchange rate basis

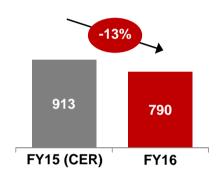
Based on opening shareholders' funds including goodwill

US

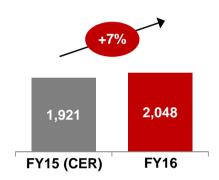
Disciplined execution of fee-based strategy



New business profit, £m



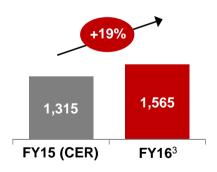
IFRS operating profit, £m



New business

- Lower APE consistent with industry disruption following DOL reforms
- NBP positively impacted by mix effects

Free surplus generation, £m



IFRS operating profit by product, £m

	FY16	Change ⁴
Fee business ¹	1,523	+21%
Spread business ²	323	(25)%

IFRS operating profit

- Fee income up +3%
 - 5% growth in av. separate account assets
- Spread margin 24bps lower at 217bps

¹ Fee business represents profits from variable annuity products. As well as fee income, revenue for this product line includes spread income from investments directed to the general account and other variable annuity fees included in insurance margin

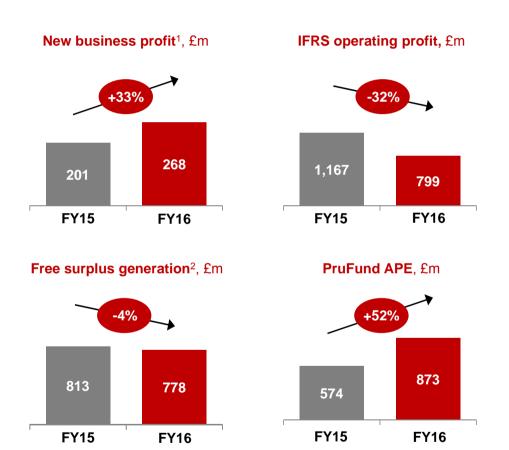
² Spread business is the net operating profit for fixed annuity, fixed indexed annuity and Guaranteed Investment Contracts and largely comprises spread income less costs

Includes a benefit of £236m from contingent financing of specific US statutory reserves

UK Life

Retail propositions driving growth in new environment





Life IFRS operating profit, £m

FY15	FY16
	F116
375	332
269	269
644	601
231	197
169	135
-	(175)
89	-
34	41
1,167	799
	269 644 231 169 - 89 34

Net free surplus generation includes amounts relating to specific asset and liability management actions taken in 2016 to improve the solvency position of our UK life businesses and further mitigate market risk. These actions generated an overall positive effect of £351m (2015: £275m). 2016 also includes a provision for the cost of undertaking a review of past nonadvised annuity sales practices and related potential redress of £(145)m net of tax (2015: £nil)

³ Transactions secunded in 2016 extended the longevity reinsurance programme to cover £14 4bn of IFRS annuity liabilities (31 December 2015 on a Pillar 1 basis: £8.7bn)

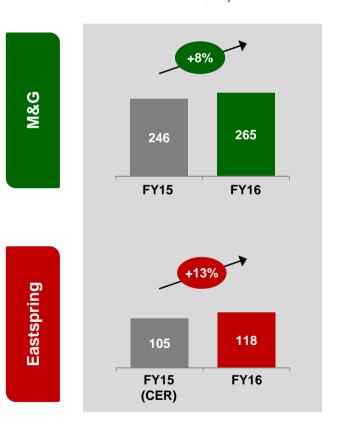
Relates to specific asset and liability management actions taken in 2016 to improve the solvency position of our UK life businesses and further mitigate market risk

Asset management

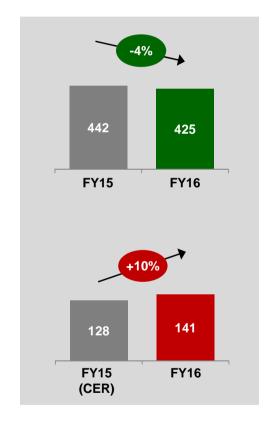
Improved performance in second half







IFRS operating profit, £m



- FY16 external retail net outflows of £6.3bn
- 4Q16 retail net inflows of £0.9bn
- Revenue¹ down 2% at £923m
 - Retail (13)%, av. Retail AUM² (13)%
 - Institutional +17%, shift in mix to third party assets
- Cost income ratio +2pt to 59%
- FY16 net inflows of £1.8bn
- 2H16 net inflows of £2.2bn
- Revenue up 5%, weaker mix
 - Stronger institutional flows
 - Higher internal asset growth
- Cost income ratio down 2pts to 56%

27

Excluding performance-related fees

Free surplus generation momentum maintained



Life and asset management free surplus generation¹, £m (CER)

		1			Life in-force r	r esult 1, £ı	m (CER ²	²)
	FY16	FY15	Change			FY16	FY15	Change
Expected return from in-force	3,060	2,817	9%		Asia	1,210	1,064	14%
				ļ	US ³	1,866	1,608	16%
Experience result ^{3,4}	824	609	35%		UK ⁴	907	878	3%
Investment return on free surplus	99	124	(20)%					
Life in-force result	3,983	3,550	12%		New business	strain ¹ , £	em (CEF	R ⁵)
Asset management and Other	508	518	(2)%			FY16	FY15	Change
Gross free surplus generation	4,491	4,068	10%	1	Asia	476	426	12%
Cross nee can place generalien	.,	1,000	1070		US	298	301	(1)%
Less: new business strain ⁵	903	792	14%		UK retail ⁶	129	42	207%
Net free surplus generation	3,588	3,276	10%		UK bulks		23	(100)%

¹ The FY16 results for UK insurance operations have been prepared on a basis that reflects the Solvency II regime, effective from 1 January 2016. The 2015 comparative results for UK insurance reflect the Solvency I basis. Free surplus generation excludes central costs of £(666)m (2015: £(588)m) and the results attributable to the held for sale Korea Life business

² FY15 restated on constant exchange rate basis, increasing Asia life in-force result by £113m and increasing US life in-force result by £182m 3 Includes a benefit of £236m from contingent financing of specific US statutory reserves

⁴ Includes amounts relating to specific asset and liability management actions taken in 2016 to improve the solvency position of our UK life businesses and further mitigate market risk. These actions generated an overall positive effect of £351m (2015: £275m). 2016 also includes a provision for the cost of undertaking a review of past non-advised annuity sales practices and related potential redress of £(145)m net of tax (2015: £011)

⁵ FY15 restated on constant exchange rate basis, increasing Asia new business strain by £40m and US new business strain by £34m lncludes new business strain on retail non-profit annuities of £110m (2015:£2m)

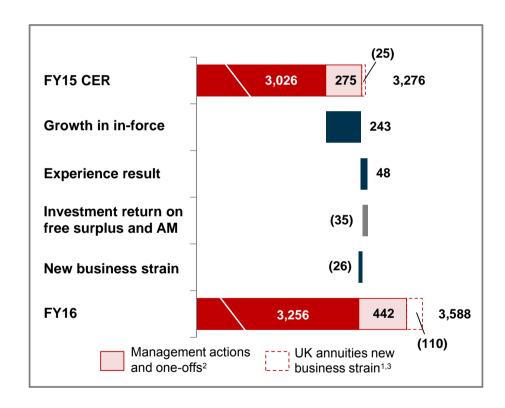
Free surplus generation momentum maintained



Life and asset management free surplus generation¹, £m (CER)

Free surplus generation¹ 2016 vs 2015, £m (CER)

	FY16	FY15	Change
Expected return from in-force	3,060	2,817	9%
Experience result ²	824	609	35%
Investment return on free surplus	99	124	(20)%
Life in-force result	3,983	3,550	12%
Asset management and Other	508	518	(2)%
Gross free surplus generation	4,491	4,068	10%
Less: new business strain	903	792	14%
Net free surplus generation	3,588	3,276	10%



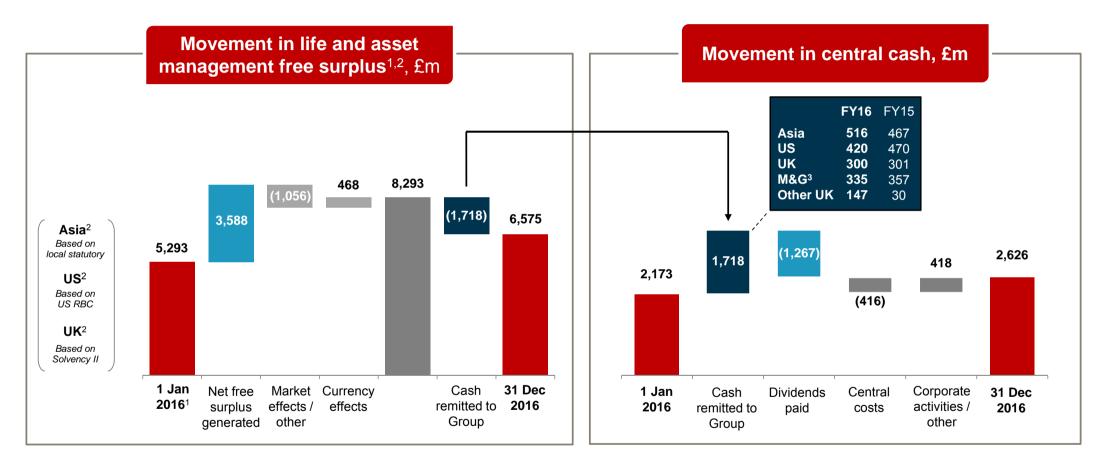
¹ The FY16 results for UK insurance operations have been prepared on a basis that reflects the Solvency II regime, effective from 1 January 2016. The 2015 comparative results for UK insurance reflect the Solvency I basis. Free surplus generation excludes central costs of £(666)m (2015: £(588)m) and the results attributable to the held for sale Korea Life business 2 Comprises amounts relating to specific asset and liability management actions taken in 2016 to improve the solvency position of our UK life businesses and further mitigate market risk. These actions generated an overall positive effect of £351ml (2015: £275m). 2016 also includes a provision for the cost of undertaking a review of past non-advised annuity sales

practices and related potential redress of £(145)m net of tax (2015: £nil) and a benefit of £236m from contingent financing of specific US statutory reserves

3. Comprises £110m (2015: £2m) in respect of non-profit retail annuities and £nil (2015: £23m) in respect of hulk annuities

Resilient free surplus and strong central cash





¹ Free surplus as at 1 January 2016 restated for Solvency II effects

¹ Wide a surplus is based on excess over 50 memory in another 125 pear stress event. Asset management and other operations are included on an IFRS net assets event of local required capital, based on a 1/25 year stress event. Asset management and other operations are included on an IFRS net assets

basis (net of goodwill)

Equity shareholders' funds

Operating performance drives positive movement



	IFRS	IFRS Equity		EEV Equity ¹		
	£bn	Per share (p)	£bn	Per share (p)		
Operating profit after tax	3.4	131	5.5	215		
Investment variance and other	(1.2)	(47)	(0.6)	(22)		
Unrealised gain on AFS	0.0	1	n/a	n/a		
Foreign exchange and reserve movements	1.0	40	3.8	148		
Dividend	(1.3)	(49)	(1.3)	(49)		
Held for sale Korea life business	(0.2)	(9)	(0.4)	(16)		
Retained earnings FY16	1.7	67	7.0	276		
Opening shareholders' equity	13.0	504	32.4	1,258		
Adjustment for impact of Solvency II ²	-	-	(0.5)	(18)		
Closing shareholders' equity	14.7	568	39.0	1,510		
		+13%		+22% ³		

Note: totals may not sum due to rounding and differences in shares in issue between 31 December 2015 and 31 December 2016

The 2016 results for UK insurance operations have been prepared on a basis that reflects the Solvency II regime, effective from 1 January 2016. The 2016 opening shareholders' equity results for UK insurance reflect the Solvency I basis
2. Reflects the effect of adopting Solvency II in the calculation of the UK insurance EEV shareholders' funds

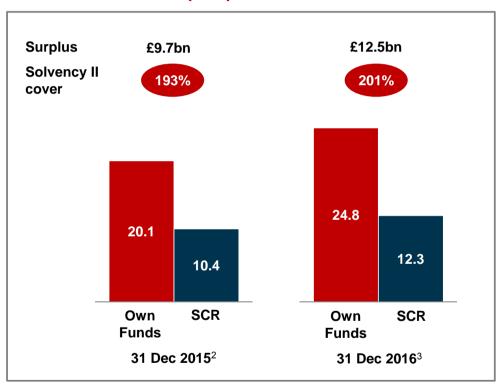
³ Based on opening EEV shareholders' funds after £(0.5)bn adjustment for the impact of Solvency II on UK insurance

Solvency II

Strong capital position at Group and local level



Group Shareholder Solvency II capital position¹, £bn



Local solvency capital position

	2015	2016
Asia ⁴ Local regulatory basis	229%	250%
US ⁵ Risk Based Capital	481%	485%
UK Solvency II		
Shareholder-backed6	146%	163%
With-profits	175%	179%

Relates to PAC Ltd

^{1.} The Group Shareholder position excludes the contribution to the Group SCR and Own Funds of ring fenced With-Profit Funds and staff pension schemes in surplus. The 31 December 2016 estimated solvency position includes the impact of recalculated transitionals at the valuation date which has reduced the Group shareholder surplus from £12.9bn to

Before allowing for the 2015 second interim ordinary dividend and special dividend

Before allowing for the 2016 second interim ordinary dividend

Based on a total aggregated available capital over total aggregated capital requirements across Asian life businesses Relates to Jackson National Life

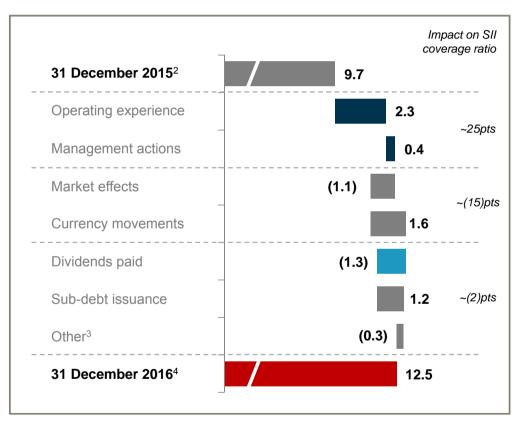
Solvency II

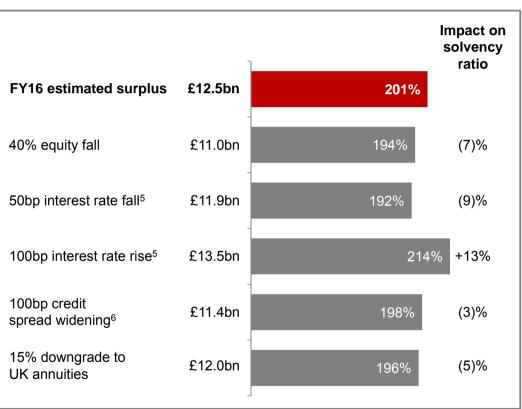
Strong Group capital position and lowered sensitivities



FY16 movement in Solvency II capital¹, £bn







¹ The Group Shareholder position excludes the contribution to the Group SCR and Own Funds of ring fenced With-Profit Funds and staff pension schemes in surplus. The 31 December 2016 estimated solvency position includes the impact of recalculated transitionals at the valuation date which has reduced the Group shareholder surplus from £12.9bn to

Assumes transitional recalculation which is subject to PRA approval

For Jackson, includes credit defaults of 10 times the expected level

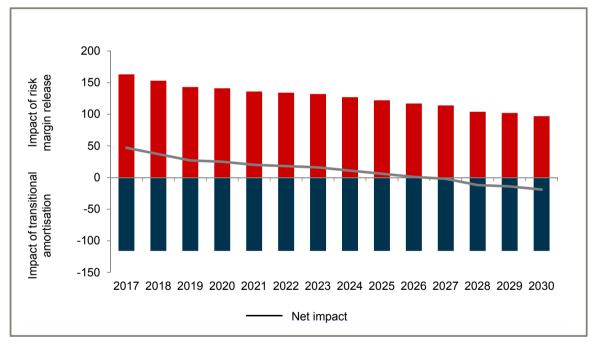
Solvency II

Transitional amortisation not expected to impact capital generation



- Contribution of transitionals £2.5bn
- Impact on Group Solvency II ratio ~20ppts
- > Represents core capital no impact on dividend
- Offsets impact of risk margin established on business in-force at 1 January 2016, primarily on UK annuities

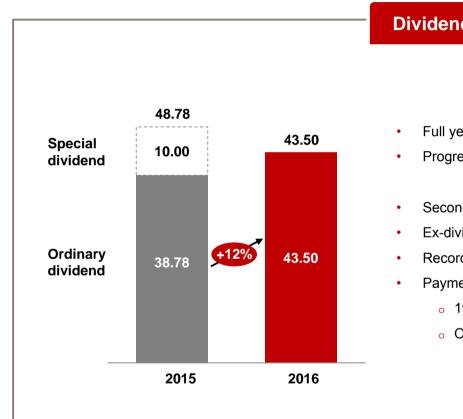
Risk margin release vs transitional amortisation for UK annuity business¹ (£m)



1 Net of tax

GroupDividend rebased



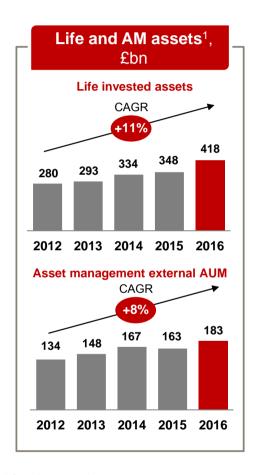


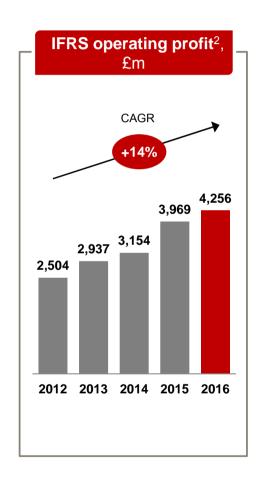
Dividend per share (pence)

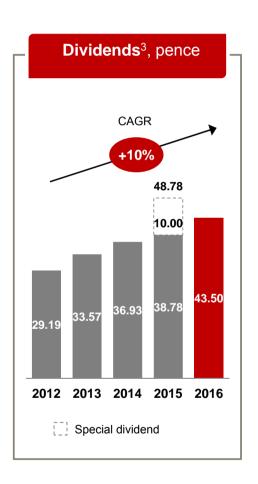
- Full year ordinary dividend +12% to 43.50p per share
- Progressive dividend policy, balancing security and retention for investment in growth
- Second interim ordinary dividend of 30.57p (2015 second interim ordinary dividend of 26.47p)
- Ex-dividend date: 30 March 2017
- Record date: 31 March 2017
- Payment of 2016 second interim ordinary dividend
 - 19 May 2017 (UK, Ireland and Hong Kong)
 - On or about 26 May 2017 (Singapore and ADR holders)

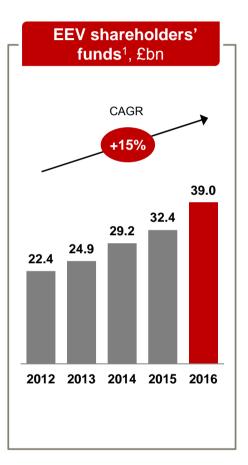
Long-term value creation











¹ Comparatives are as reported

² Comparatives are adjusted for new and amended accounting standards and excludes Japan and Taiwan agency. Comparatives have also been restated to exclude the contribution from the held for sale Korea Life

Group Summary



)	Growth	and	Cash	metrics	at new	highs,	led by Asia
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On track for 2017 financial objectives

Strong progression in performance drivers

- Continued Asia new business momentum
- Resilient VA net inflows
- Growth in PruFund assets
- Positive 4th quarter for asset management

Balance sheet and solvency robust

12% increase in annual ordinary dividend

New business profit^{1,2}

£3,088m +24%

IFRS operating profit1

£4,256m

Free surplus generation1

£3,588m +18%

Solvency II surplus

f 12.5_{bn} 201%

Ordinary dividend

43.50_D

+12%

Growth rates based on actual exchange rates. Excludes the results attributable to the held for sale Korea business



Mike Wells

Group Chief Executive

GroupPriorities



Accelerate Asia Leverage scale

Expand health & protection

Penetrate wealth

Grow US & Enhance UK Adapt product offerings

Utilise competitive advantages

Rational capital deployment

Optimise Capital Leverage Group strength

Adapt to changing regulation

Significant optionality

Asia

Accelerate



Leverage scale

Over **500**k agents 10k branches

Expand and evolve agency model

Top 3 position in

9 of 12 countries⁴

Leverage bancassurance

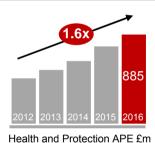
With

3.3_{bn} population

Embed digital capability

Life insurance penetration¹

& protection

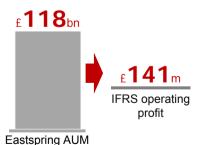


Premier Health Insurance provider

Significant protection gap driving growing health spend

Grow participation

Out of pocket healthcare spend²



#1 Retail Fund manager⁵

Growing wealth and financial deepening

Expand products, distribution and processes

¹ Insurance penetration source Swiss Re Sigma 2015. Insurance penetration calculated as premiums in % of GDP. Asia penetration calculated on a weighted population basis 2 World Health Organisation - Global Health Observatory data repository (2013). Out of pocket as % of Total Health Expenditure. Asia calculated as average out of pocket

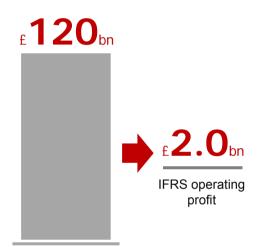
³ Source: Investment Company Institute, industry associations and Lipper as of 1Q'16. Datastream as of Jun 2016. Mutual fund AUM calculated by multiplying 12% penetration with footprint GDP

^{4 12} markets excludes Korea and includes Laos

⁵ Source: Asia Asset Management - Fund Manager Surveys. Based on assets sourced in Asia ex-Japan, Australia and New Zealand. Ranked according to participating firms only.

US Grow





Premier retirement income player

Largest retirement asset pool in the world²

Leverage cost, performance & technology advantage to access new asset pools

Launched fee based VA and EA

\$16tr US retirement advisor assets1

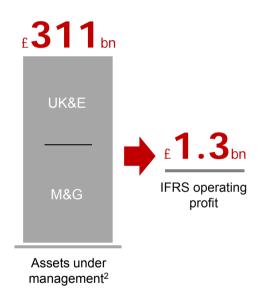
Separate Account assets

^{1.} Source: Cerulli Associates - advisor metrics 2015

Source: 2016 Willis Towers Watson Global Pension Assets Study 2016

UK Enhance





Well known brands with strong investment bias

Second largest asset management market in the world³

Growth in UK AUM¹

Accelerate transition to capital light business

^{1.} Source: The Investment Association. PWC Asset Management 2020. Prudential calculations. Growth rate based off Europe forecast CAGR of 4.4%. Increased in AUM from 2015 to 2023.

^{2.} UK funds under management of £185bn plus M&G external funds under management of £137bn less cross holdings of £11bn.

Source: The CityUK

GroupOptimise capital







Strong capital position

✓

Disciplined capital allocation

√

High capital velocity

 \checkmark

Adapt to changing regulation

 \checkmark

Significant optionality

E 12.5 bn 2016 SII surplus Ratio 201%

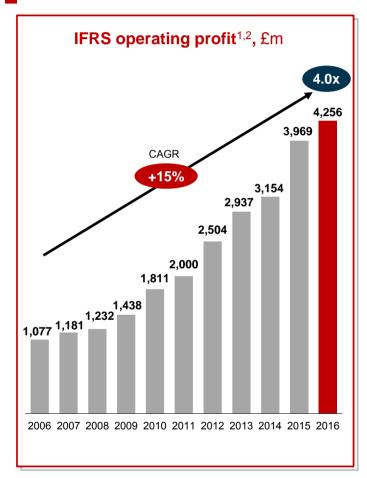


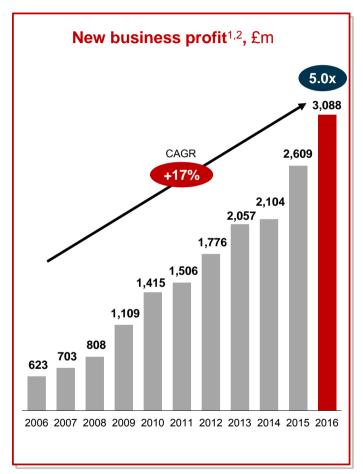
¹ The Group and UK Shareholder positions excludes the contribution to the Group SCR and Own Funds of ring fenced With-Profit Funds and staff pension schemes in surplus. The 31 December 2016 estimated solvency position includes the impact of recalculated transitionals at the valuation date which has reduced the Group shareholder surplus from £12.9 billion to £12.5 billion

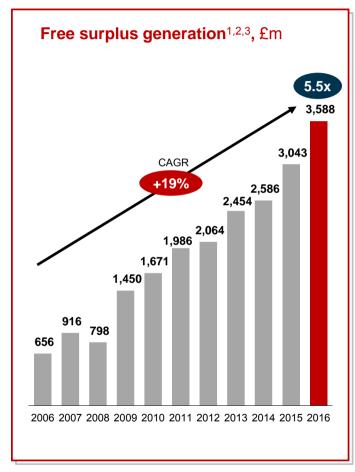
² Operating profit after tax and non-controlling interests, as a percentage of opening IFRS shareholders' funds.

Long-term track record









¹ Comparatives have been stated on an actual exchange rate basis

² Comparatives are adjusted for new and amended accounting standards and excludes Japan and Taiwan agency. Comparatives have also been restated to exclude the contribution from the held for sale Korea Life 3 2012 includes £51m gain from sale in China Life of Taiwan

Group Summary



- Clear strategy focused on significant structural growth opportunities
- Leadership positions and capabilities underpin peer / market outperformance
- Resilient operating model with clear value discipline
- Significant headroom from leveraging scale, efficiencies and skills
- Well positioned to deliver profitable growth



2016 Full Year Results

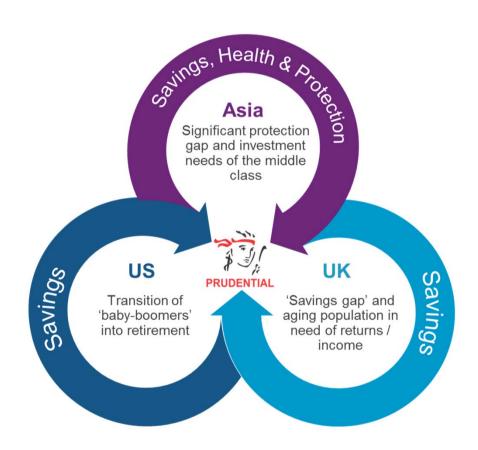
14 March 2017



Appendix 2016 Full Year Results

Group Clear strategy





2016 FULL YEAR RESULTS 48

Premium franchises



Asia





Leading pan regional franchise

In Asia since 1923

15m life customers

Top 3 position in 9 out of 12 life markets¹

Leading² Asian asset manager with +20 years operating history

> £118bn funds under management4

US



Premier retirement income player

Founded in 1961

4m life customers

16% market share Variable Annuities³

\$215bn of statutory admitted assets4

UK





Well recognised brands with strong track record

> 168 years of providing financial security

> > 6m life customers

Over £24bn PruFund funds under management⁴

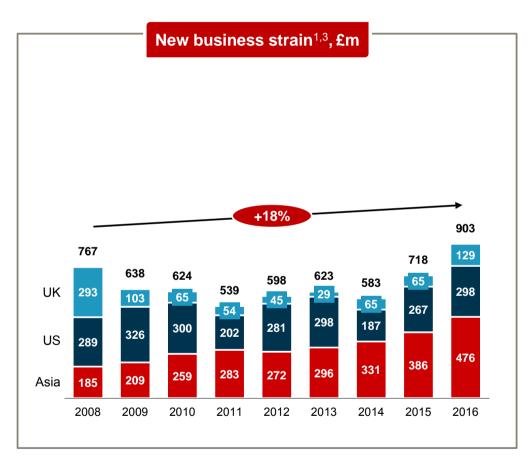
> £265bn funds under management4

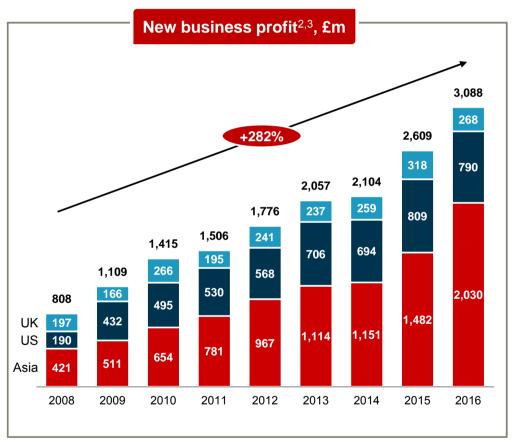
Source: Based on formal (competitors results release, local regulators and insurance associations) and informal (industry exchange) market share data. Ranking based on new business (APE or weighted FYP depending on availability of data). Based on assets sourced from the region. Excluding Japan, Australia and New Zealand as at September 2016. Source Asia Asset Management September 2016 (Ranked according to participating regional players only).

Source: LIMRA 3Q 2016

Disciplined capital allocation







Free surplus invested in new busines

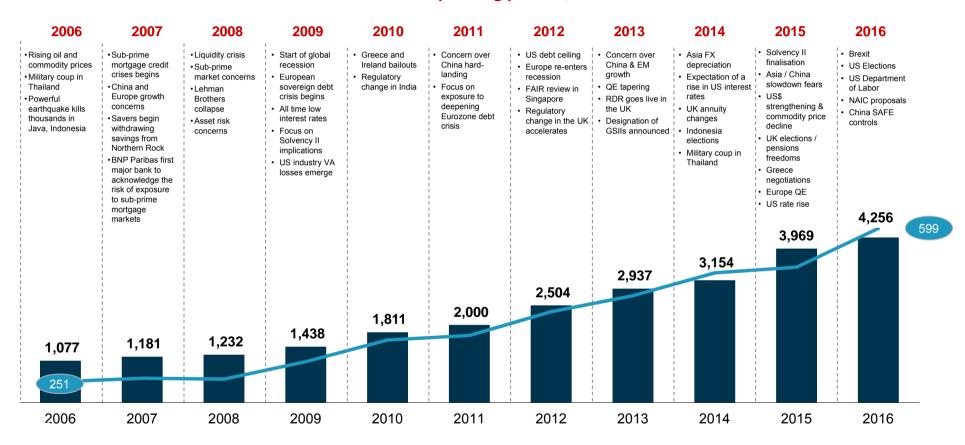
On a post tax bas

³ Comparatives back to 2008 have been restated to exclude the contribution from the held for sale Korea Life insurance businesss. FY2014 comparatives have been restated to exclude the contribution from the sold PruHealth and PruProtect businesses. FY2013 comparatives include the results of PruHealth and PruProtect. Excludes Japan Life and Taiwan agency. As reported (RER)

Effective response to challenges



IFRS operating profit^{1,2}, £m



¹ Adjusted for new and amended accounting standards and excludes Japan Life

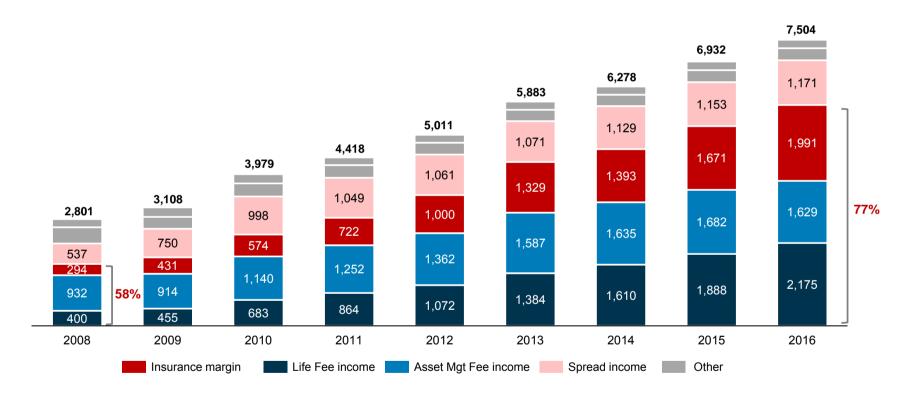
Total AUM3, £bn

² Comparatives have been stated on an actual exchange rate basis and exclude the contribution from the held for sale Korea Life 3 Total AUM based on Total Funds Under Management at FY2008- FY2016

High quality and growing earnings



Sources of IFRS operating income^{1,2,3,4}, £m



¹ Comparatives adjusted for new and amended accounting standards

² Comparatives have been stated on an actual exchange rate basis.

³ Excludes Japan Life and Taiwan agency. All comparatives have been restated to exclude the contribution from the held for sale Korea Life insurance business. FY2014 comparatives have been restated to exclude the contribution from the held for sale Korea Life insurance business. FY2014 comparatives have been restated to exclude the contribution from the held for sale Korea Life insurance business. FY2014 comparatives have been restated to exclude the contribution from the sold PruHealth and PruProtect.

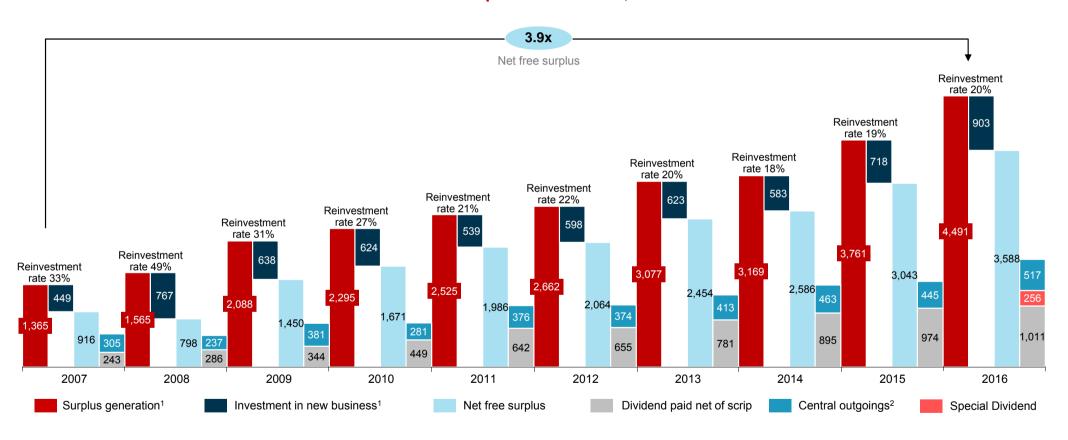
^{4 2016} and 2015 excludes Longevity reinsurance and other management actions to improve solvency FY16 £332m (FY15: £400m), and £175m provision in 2016 for review of past annuity sales.

GroupFree surplus generation



53

Free surplus and dividend, £m



1 Excludes Japan Life and Taiwan agency. All comparative surplus generation and investment in new business figures have been adjusted to exclude the contribution from the held-for-sale Korea life, central outgoings have not ben restated to exclude Korea Life. FY2014 comparatives have been restated to exclude the contribution from the sold PruHealth and PruProtect. As reported (RER).

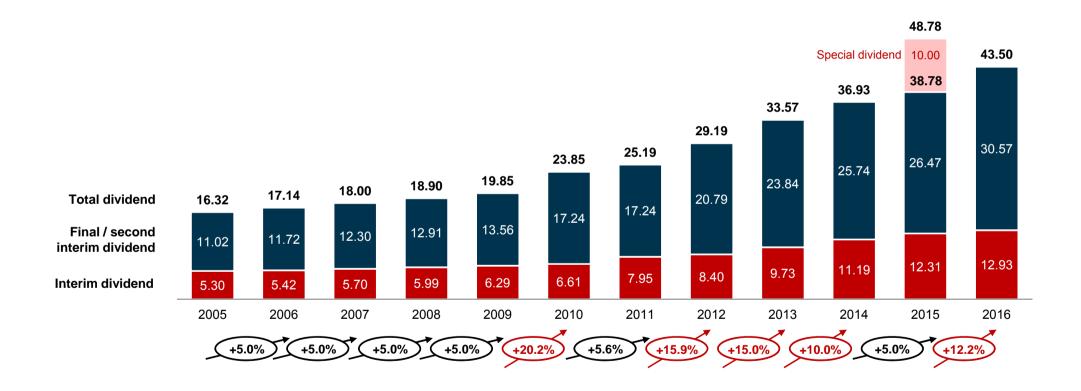
2 Central outgoings includes Asia RHO costs.

2016 FULL YEAR RESULTS

GroupDelivering cash

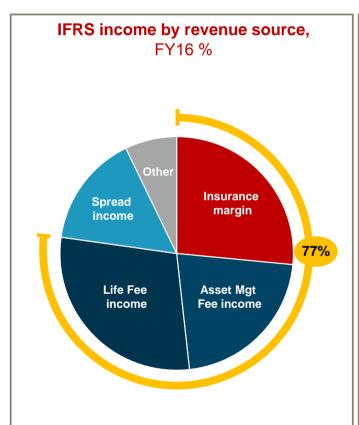


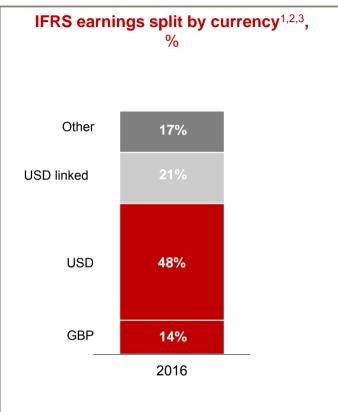
Dividend, pence per share

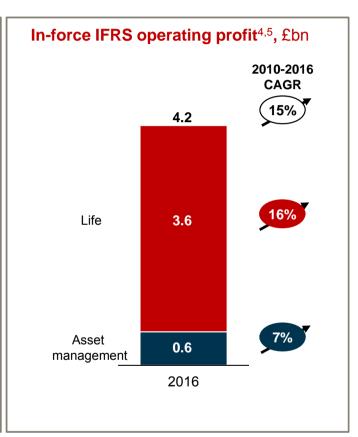


Well positioned to deliver across cycles









^{1.} USD linked includes Hong Kong and Vietnam where currencies are pegged to the USD, and Malaysia and Singapore where currencies are managed against a basket of currencies including the USD

^{2.} Includes long-term, asset management business and other businesses

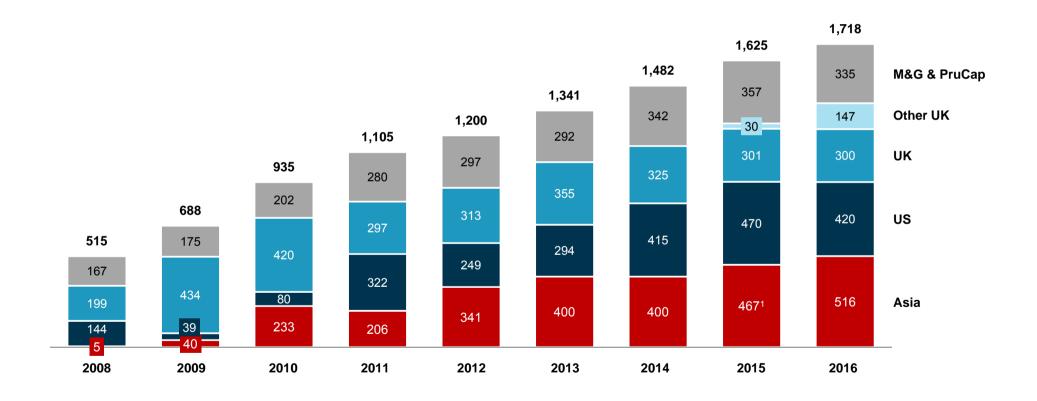
^{3.} For operating profit UK sterling includes amounts in respect of central operations as well as UK insurance operations and M&G
4. Operating profit comprises the following: Asia life as disclosed in note 1(b) of the 'additional financial information', after deducting development expenses. Jackson IFRS operating profit after adding back acquisition costs expensed (and not deferred) in the period of £195m. UK operating profit excluding both the new business profit of £41m arising on bulk and individual annuities sales in 2016, £332m from management actions in 2016 and excluding the £175m provision for the review of past annuity sales. Asset management operating profit for M&G, PruCap, Eastspring and US broker-dealer and asset management

^{5.} As reported (RER)

Group Cash remittances to Group



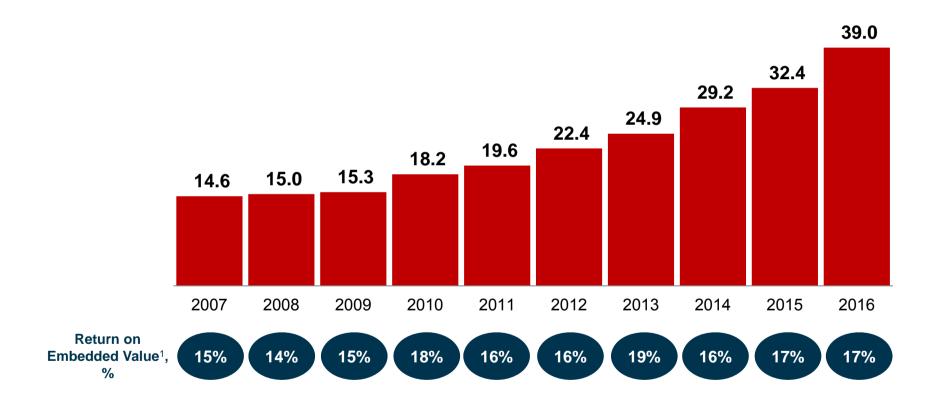
Business unit net remittances, £m



Growing value at consistent returns



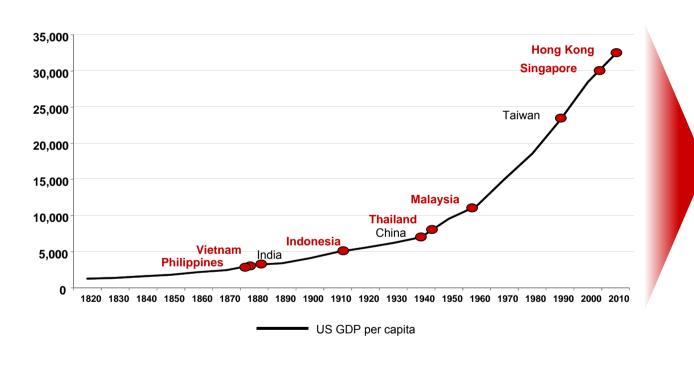
Shareholders' equity (EEV), £bn



Asia Long term opportunity



GDP per capita in 2010, against the US GDP per capita, 1990 US\$1



- Pan Asian leader: #1 by NBP²
- Top 3 in 9 /12 Asian countries³
- · Market leading platform
 - Over 500,000 agents
 - Access to over 10,000 bank branches
 - 14.6 million customers

¹ Geary-Khamis dollar, based on purchasing power parities with 1990 as benchmark year - one 1990 dollar has the same purchasing power as the US dollar in 1990. Prudential estimates

² NBP = New Business Profit; Prudential estimates based on information disclosed in company reports. Amongst pan Asian international (private) insurers.

3 Source: Based on formal (competitors results release, local regulators and insurance associations) and informal (industry exchange) market share data. Ranking based on new business (APE or weighted FYP depending on availability of data)

Asia Favourable dynamics



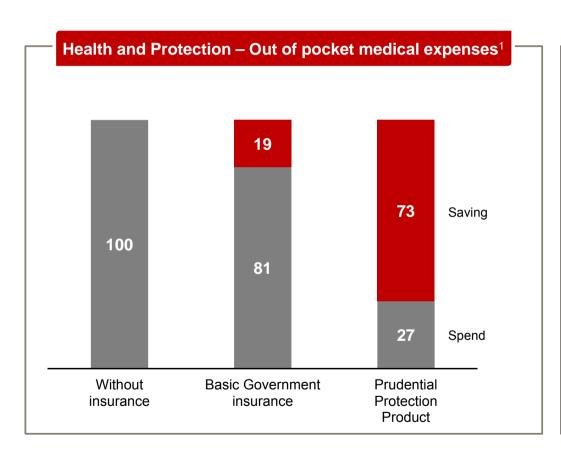
			Population ² (m)	Market penetration ³ (%)	GDP (\$bn)²	2016 GDP growth ²
		Indonesia (1995)¹	259	1.3%	901	4.9%
Buc		Philippines (1996)	104	1.4%	311	6.4%
ng K	*	Thailand (1995)	69	3.7%	408	3.2%
유		Vietnam (1999)	93	0.8%	203	6.1%
ASEAN and Hong Kong		Hong Kong (1964)	7	13.3%	314	1.4%
ASE/		Malaysia (1924)	32	3.4%	309	4.3%
	(: :	Singapore (1931)	6	5.6%	298	1.7%
ς v		India (2000)	1,310	2.7%	2,231	7.6%
JV's		China (2000)	1,379	2.0%	11,918	6.6%
Mature Markets		Taiwan (1999)	24	15.7%	528	1.0%
		Cambodia (2013)	16	-	19	7.0%
Nascent Markets	0	Laos (2015)	7	-	14	7.5%
ZŽ		Myanmar ⁴ (2013)	52	-	68	8.1%

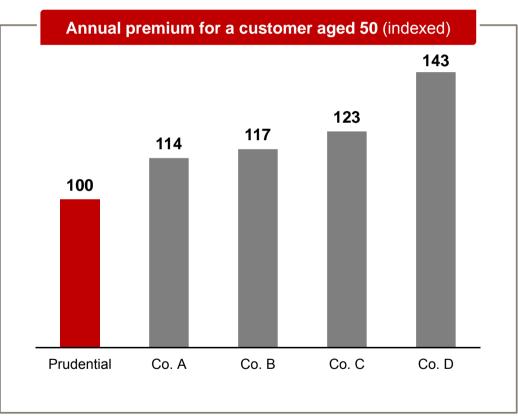
Year in bracket denotes start of operation.
 Source: IMF data, October 2016.

Asia

Products meet customer needs and create shareholder value



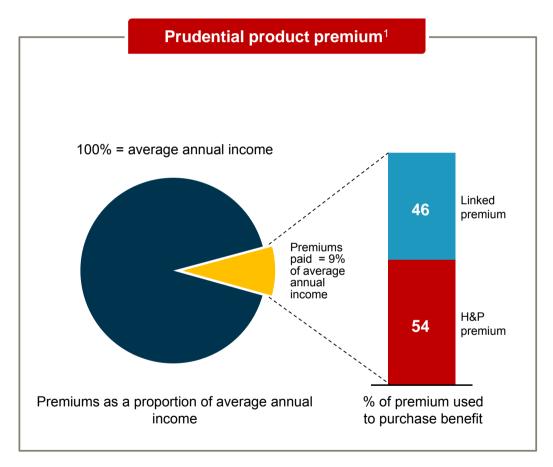


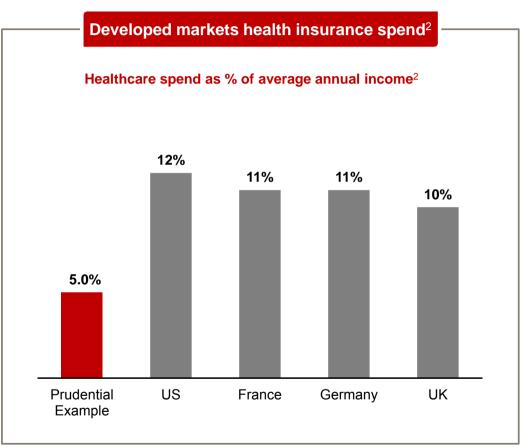


Asia

Affordable products underpin consumer demand







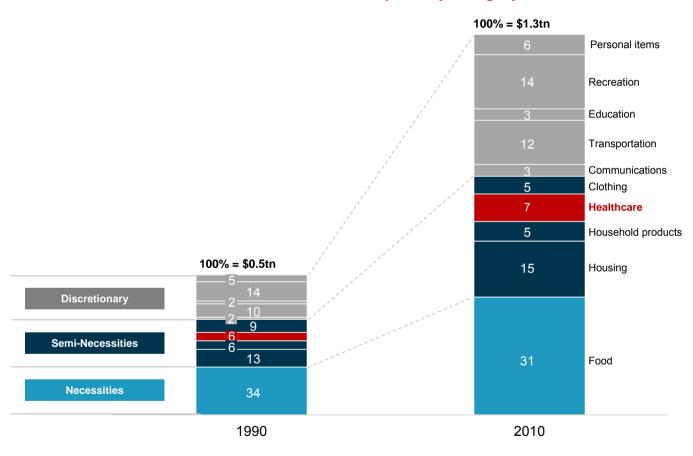
Average Prudential customer spend on insurance product

² Source: OECD, UN population stats, Prudential estimates. Premium spend includes healthcare expenditure by private and public sources except for the US. Healthcare spend data adjusted for working age population and unemployment rates

Asia Growing demand for healthcare



Household consumption by category¹, %

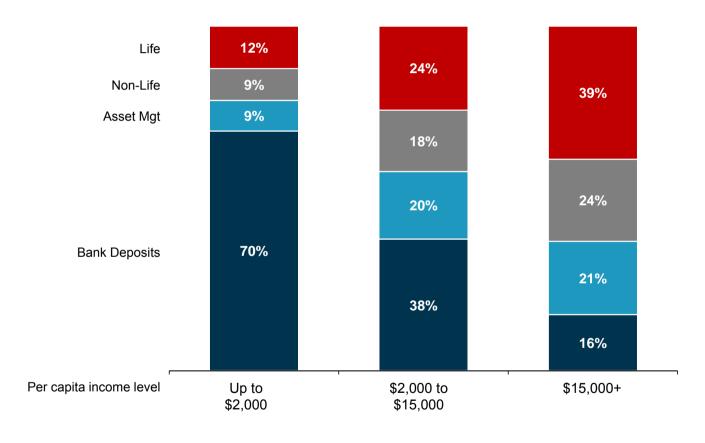


Asia

Wealth and financial assets ownership



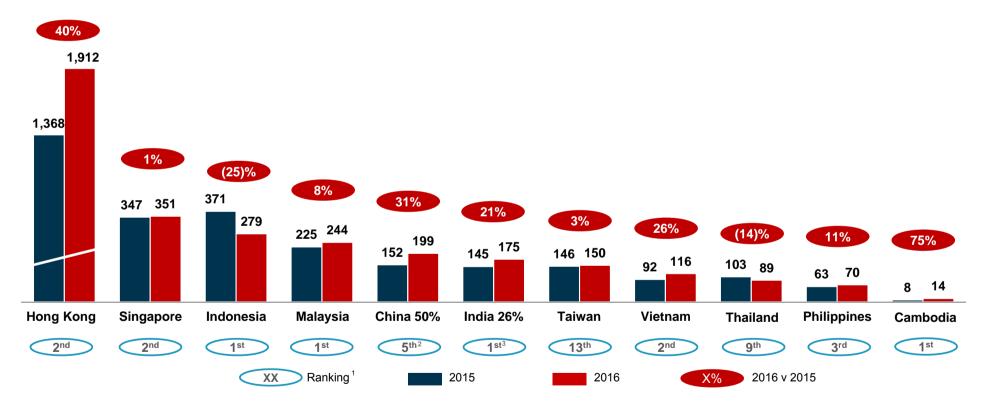
Breakdown of personal financial assets



Asia Life APE by market



Asia APE by market, £m (Constant Exchange Rate)



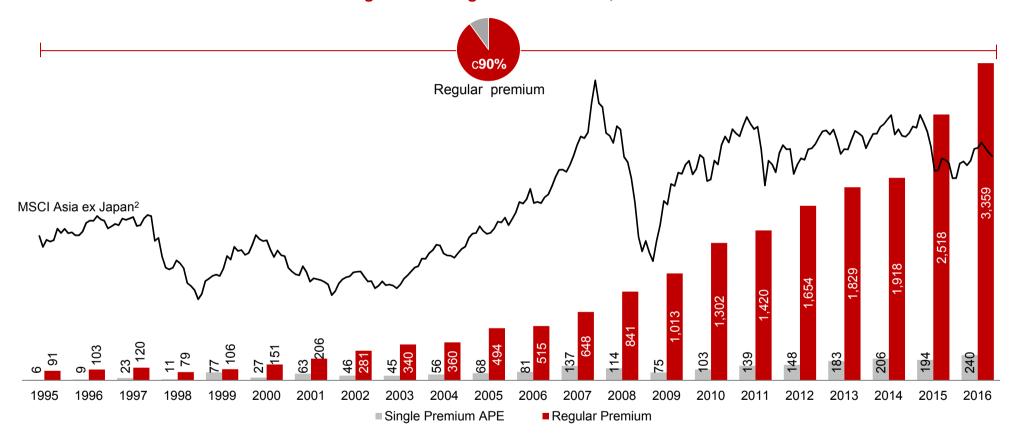
¹ Source: Based on formal (Competitors' results release, local regulators and insurance associations) and informal (industry exchange) market share data. Ranking based on new business (APE or weighted FYP depending on the availability of data). 2 Total IV foreign players only 3 Ranking among private players, share among all players on Fiscal year basis

Asia

High quality, defensive growth



Regular and Single Premium APE1, £m



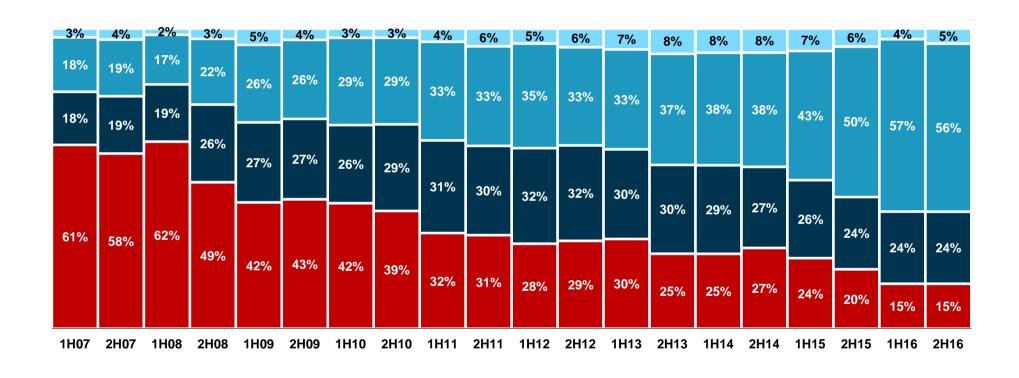
^{1.} Comparatives have been stated on a reported exchange rate. Comparatives from 2006-2016 exclude the contribution from the held for sale Korea life

Asia

Life APE sales by product - percent



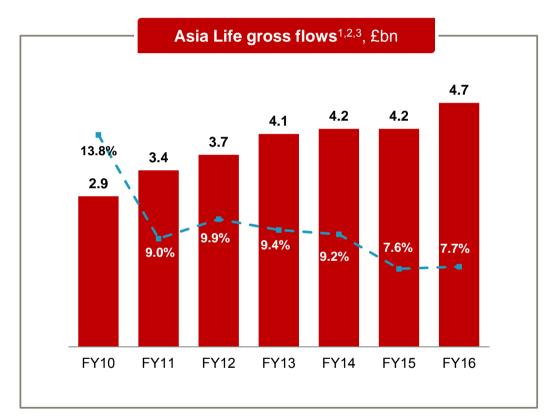
Asia APE by product, %

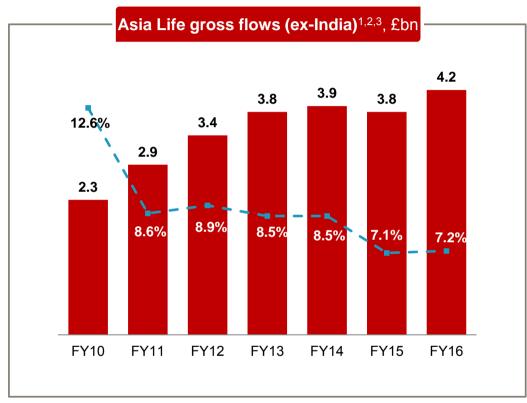




Asia Life Flows and persistency







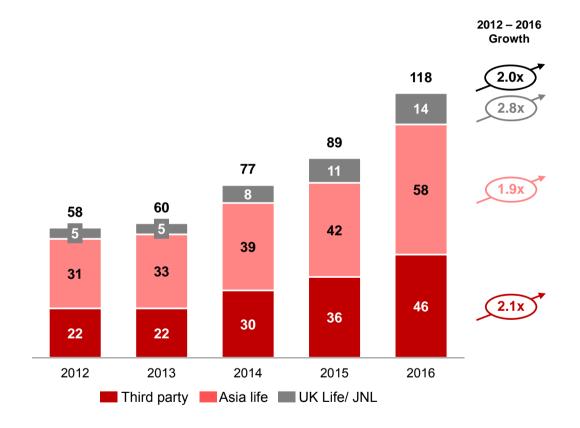
---- Surrenders/withdrawals as % of opening liabilities³

Excludes Japan and Taiwan agency.
 All comparatives have been restated to exclude the contribution from the held for sale Korea Life.

Asia Eastspring



Funds under management², £bn



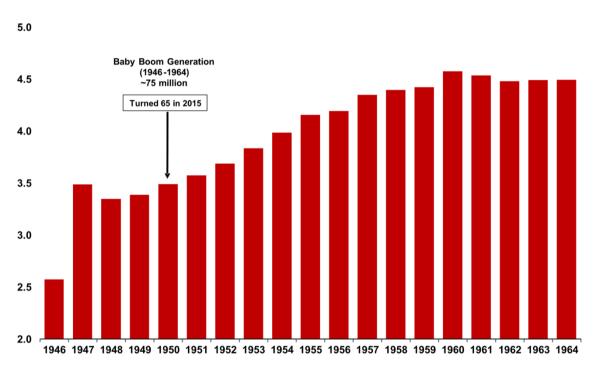


Based on assets sourced from the region. Excluding Japan, Australia and New Zealand as at Sept 2016. Source Asia Asset Management Sept 2016 (Ranked according to participating regional players only) As reported (RER)

US

The Baby Boomer Retirement Wave is Picking up Steam





- Over 40 million people will reach retirement age in the next decade
- Private defined benefit plans are disappearing and government plans are underfunded
- Social Security was never intended to be the primary retirement plan and its long-term status is in question
- Life expectancy at age 65 has increased significantly
- Due to low interest rates, investors are forced to seek out equity markets in order to earn adequate returns
- Individual investors struggle to capture market returns and are exposed to volatile equity markets

US Opportur

Opportunities Measured by Advisors





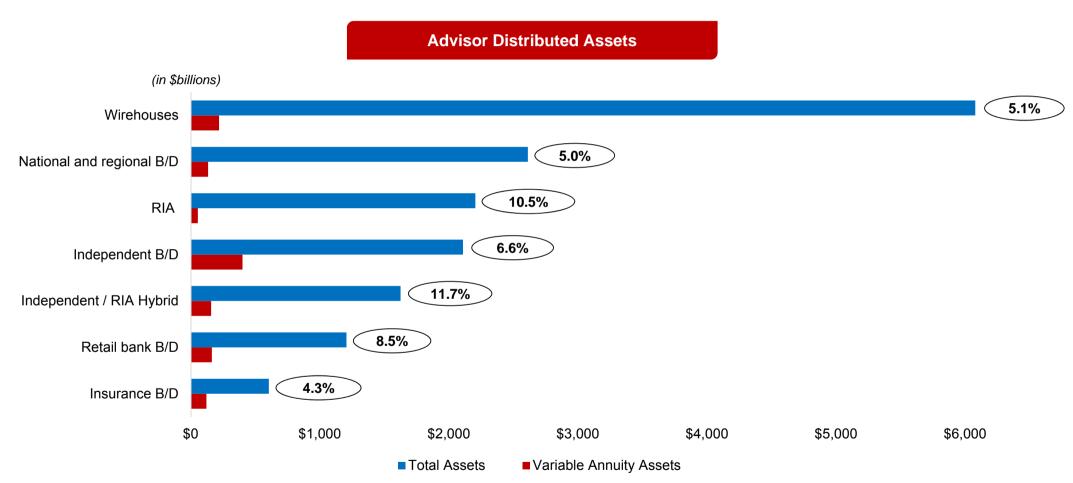
- ✓ With Annuities on the Books: 230,779
- ✓ Wrote an Annuity Last Year: 212,901
- ✓ Active Annuity Producer: 101,723

- ✓ Jackson Selling Agreements: 237,883
- ✓ Jackson Appointed Advisors: 139,312
- ✓ 2015 Jackson Producers: 50,274
- ✓ 2015 Top Producers¹: 13,613

US





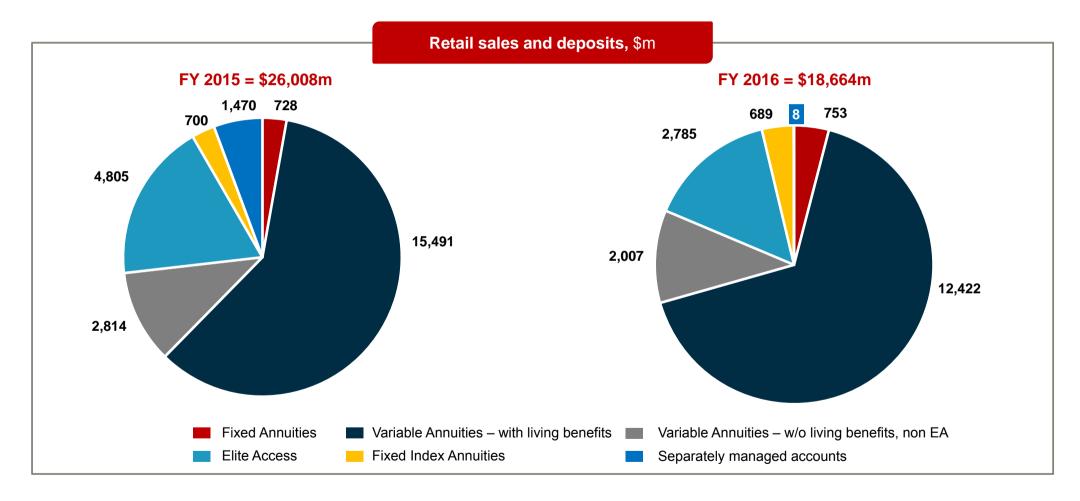


Source: Cerulli Associates, The State of US Retail and Institutional Asset Management 2016 Bubbles represent 5-year growth CAGR as of December 31, 2015

US

FY 2016 retail sales and deposits

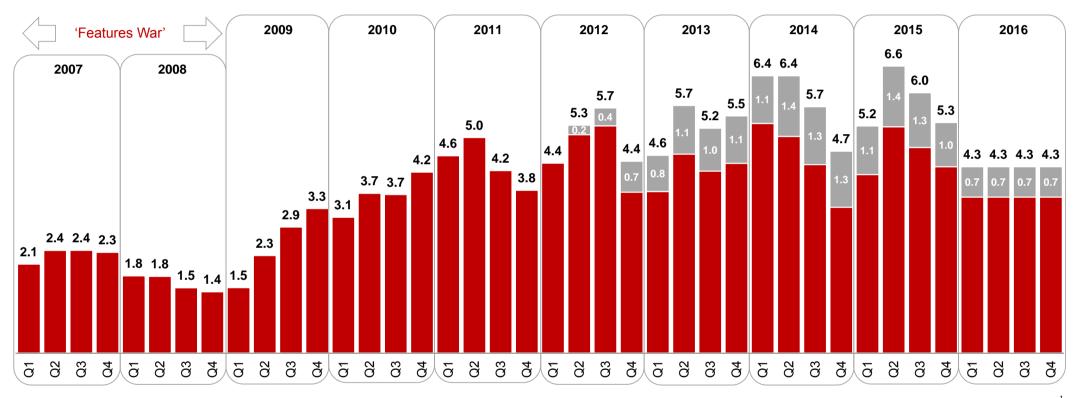




US VA volumes



VA volumes by quarter, sales US\$bn



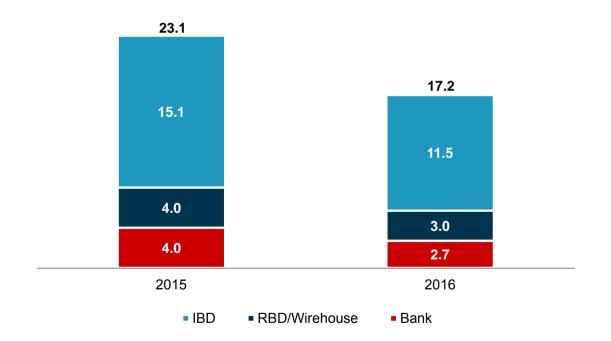
XX Ranking² Elite Access

¹ Estimated. 2 Morningstar Annuity Research Center.

US Variable annuity distribution



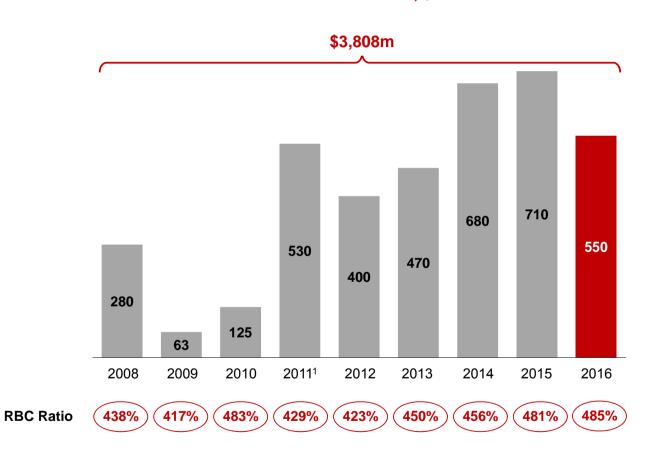
Variable annuity sales by distribution channel, US\$bn



US Cash remittances



Cash remittances, \$m



US DAC impact on IFRS profit



Impact on results of DAC amortisation, £m

	2015 ³	2016
Gross profits ¹	2,231	2,510
New business strain ²	(205)	(195)
DAC Amortisation		
- Core	(514)	(527)
- (Acceleration) / deceleration	(2)	93
Operating result	1,510	1,881
Core as % of Gross profits	23%	21%

- Core amortisation will drive DAC charge in the absence of significant market movements
- Core amortisation includes modest impacts from assumption unlockings (approx. £15m)
- The deceleration of amortisation is driven by 2 causes:
 - Removing 2013 returns decelerated the amortisation by £71m
 - 2016 returns decelerated amortisation by £22m

¹ Gross profits equals IFRS operating profit pre acquisition costs and pre DAC, excluding REALIC.

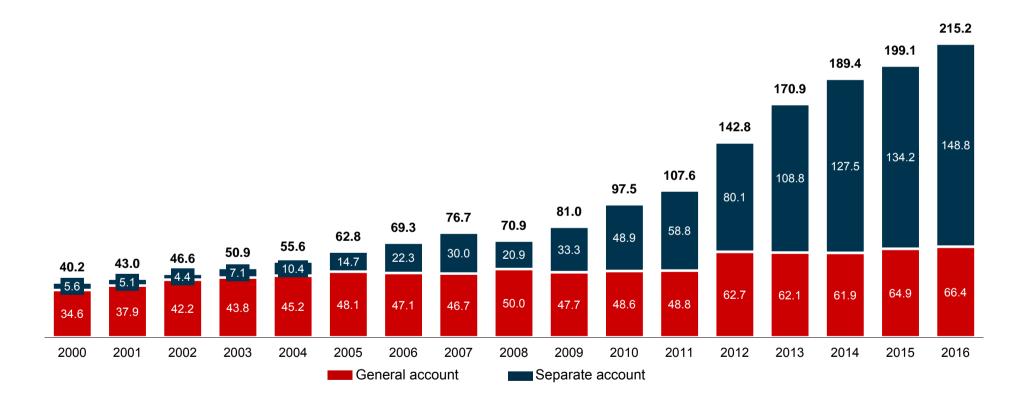
² Represents acquisition costs no longer deferrable following the adoption of altered US GAAP principles for deferred acquisition costs.

³ As reported (RER)

US Asset growth

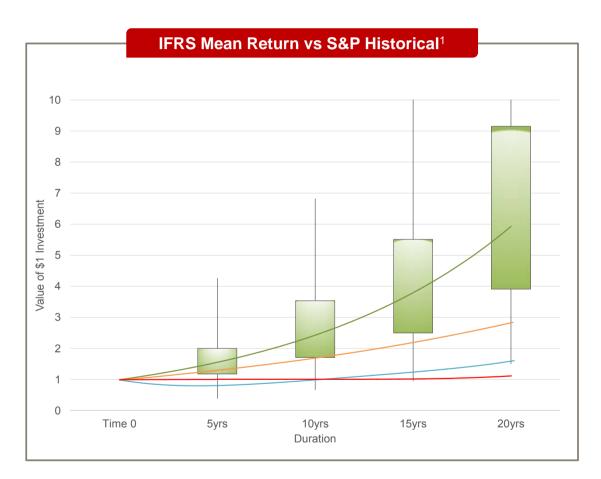


Growth in statutory admitted assets, US\$bn

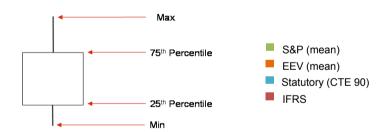


USReserves Return Assumptions





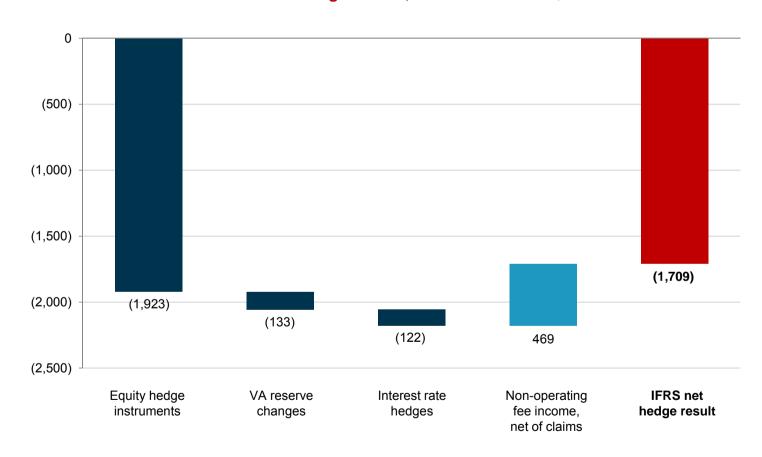
- All accounting bases assume 20-year equity market returns well below the mean returns posted by the S&P 500
- IFRS return assumptions are especially punitive. There has never been a 20-year period for the S&P with as weak a return profile as what is used in the mean IFRS scenario.



US IFRS impact 'below-the-line'



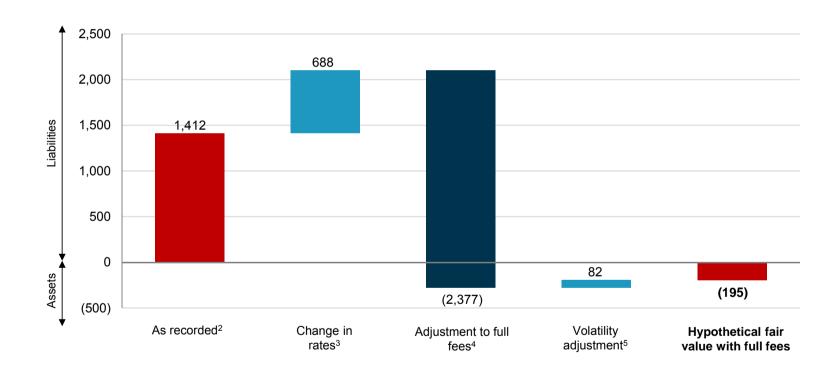
FY2016 VA hedge results, net of related DAC, £m



US Moving reserves to 'fair value'



Guarantee Benefit Liability Supplemental Disclosure¹, net of DAC, £m



¹ A positive number indicates liability while a negative number indicates an asset 2 GMWB and GMDB IFRS basis.

² Gwm bail of which and only De In Food basis.
3 For GMDs and GMWD liabilities only. Excludes adjustment for volatility, which is shown separately. Includes application of market based (31.12.16) earned rates based on the greater of the swap and treasury curves (2.4% representative 10-year rate) and AA corporate bond discount rates (3.9% representative 10-year rate) in place of long-term rate of 7.4% for IFRS (8.4% discount rates used for pro-2013 is pro-201

pre-2013 issues).

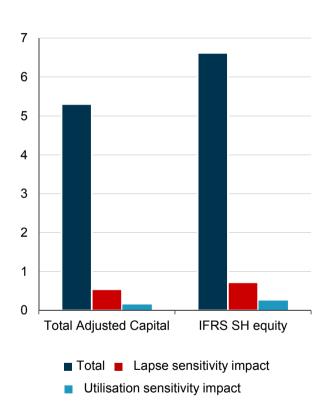
4 Value of fees over and above those in reserve calculations.

⁵ For GMDB and lifetime GMWB liabilities only. Application of market based (31.12.16) volatility curve (21.6% representative 5-year rate) instead of long-term 15% level rate for IFRS.

US GMWB policyholder behaviour sensitivities



GMWB policyholder behaviour sensitivities, FY 2016 US\$bn



- Policyholder behaviour experience is continuously monitored and a comprehensive study is conducted on an annual basis.
- For IFRS and Statutory accounting purposes, assumptions are set at the conservative end
 of the plausible range (i.e. best estimate with an explicit margin for conservatism). For
 example;
 - Lapse Lifetime GMWB ultimate lapse assumptions at significantly ITM levels are assumed to be 35% of the base lapse assumption
 - Utilisation For-Life GMWB utilisation assumptions at attained ages 65+ are 50-85% (with special provisions for benefits with incentives to delay withdrawals)
- To measure the sensitivity to these assumptions, IFRS Equity and Statutory Total Adjusted Capital (TAC) were computed under severe shocks to these already conservative assumptions. The shocks were as follows:
 - Lapse lapse rates for ITM policies were reduced to half the assumed levels. For example, ultimate lapse rates on significantly ITM Lifetime GMWB policies were reduced from 35% to 17.5% of the base lapse level, resulting in ultimate lapse rates of less than 1.5% for utilising policyholders
 - Utilisation utilisation rates beyond the bonus period, if applicable, were increased by 10% (i.e. 110% of the best estimate assumption).

US Capital, hedging and policyholder behavior



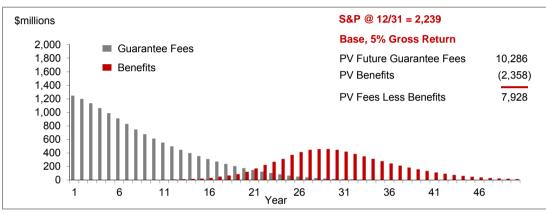
	Total Adjusted Capital	
	US\$bn	
31 December 2015	5.1	
Operating profit	1.2	
Dividend	(0.6)	
Reserves net of hedging and other effects	(0.7)	
Contingent financing of specific US statutory reserves	0.3	
31 December 2016	5.3	

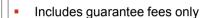
- Hedging programme continues to effectively mitigate risks
- Earned guarantee fees of 130 bps per annum (c\$1.8bn in FY 2016). Expected guarantee fees of \$2.0bn for 2017
- Equity allocations remain below our 84% pricing assumption
- Total adjusted capital excludes gains on interest rate swaps: \$413m net of tax at 31 Dec 2016 (31 Dec 2015: gain of \$356m)

US GMWB unhedged cash flow

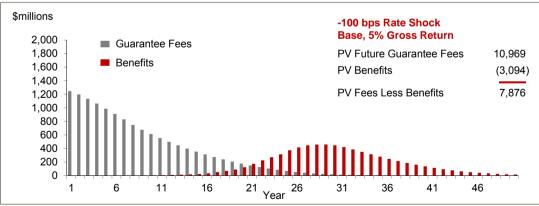


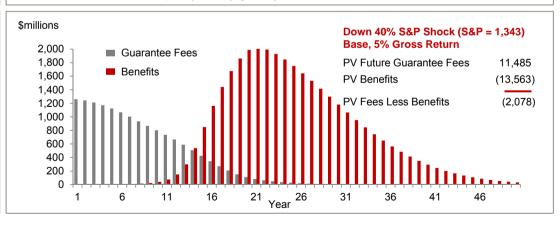
Unhedged GMWB Cash Flow Exposure, 31 December 2016





- Uses prudent best estimate assumptions (AG43, C3P2)
- 5% gross return is well below historical average market return
- Ignores guarantee fees collected to date as well as reserves
- PV of future GMWB fees exceeds PV of benefits over a wide range of market shocks
- Negative cash flow is far into future even in bad scenarios
- No material strain on liquidity in any given year

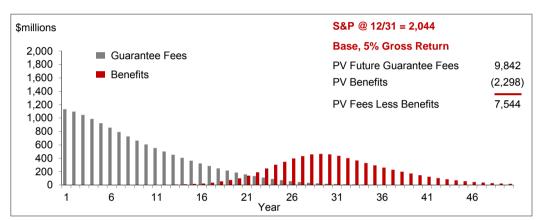


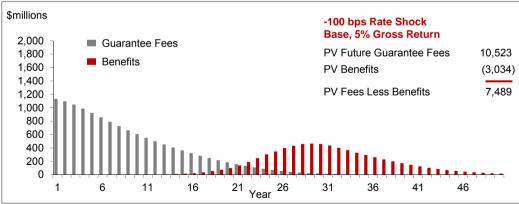


US GMWB unhedged cash flow

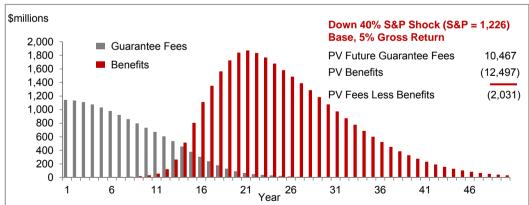


Unhedged GMWB Cash Flow Exposure, 31 December 2015





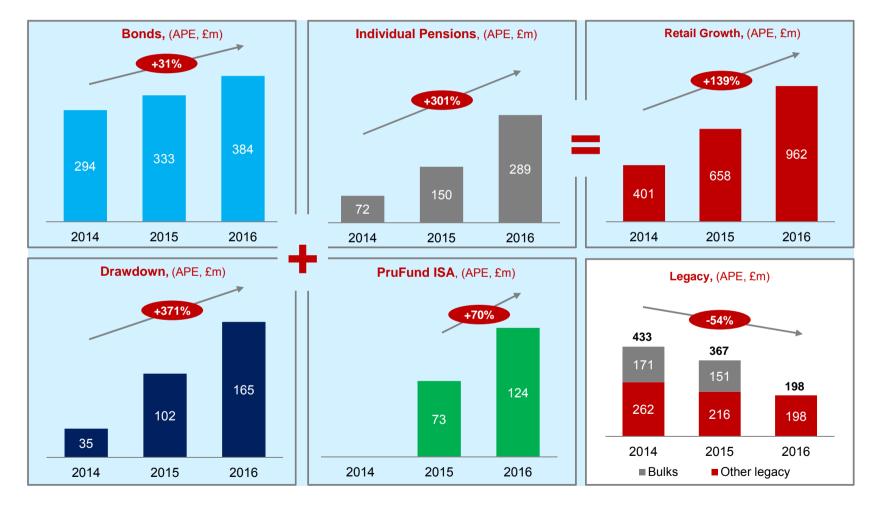
- Includes guarantee fees only
- Uses prudent best estimate assumptions (AG43, C3P2)
- 5% gross return is well below historical average market return
- Ignores guarantee fees collected to date as well as reserves
- PV of future GMWB fees exceeds PV of benefits over a wide range of market shocks
- Negative cash flow is far into future even in bad scenarios
- No material strain on liquidity in any given year



UK Life

Growth across wrappers and new propositions

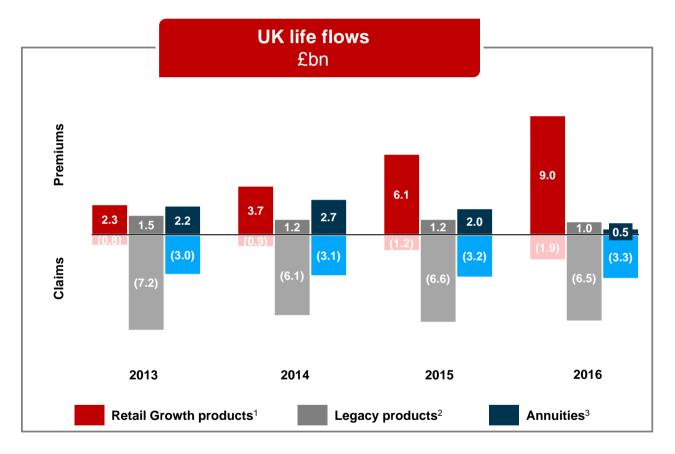




UK Life

Improved asset gathering capability







86

Includes investment bonds, individual pensions, drawdown and PruFund ISA

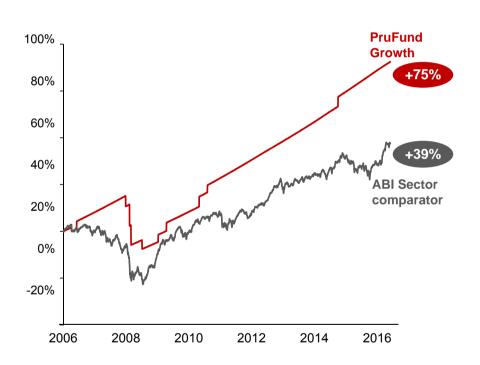
Includes corporate pensions and other Includes retail and bulk annuities

Includes retail and bulk annuitie

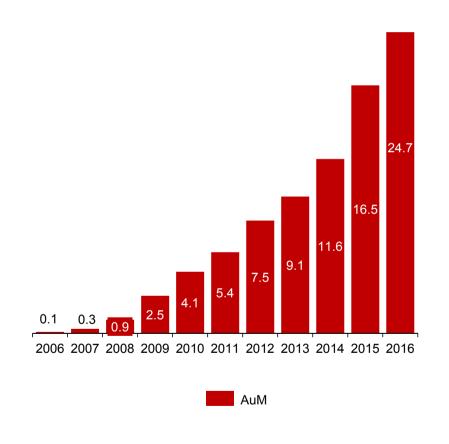
UK LifePruFund Range

PRUDENTIAL

PruFund Investment Performance¹



Growth in PruFund AuM (£bn)



1. ABI Mixed Investment 20%-60% Shares TR; performance from 29 December 2006 to 30 December 2016

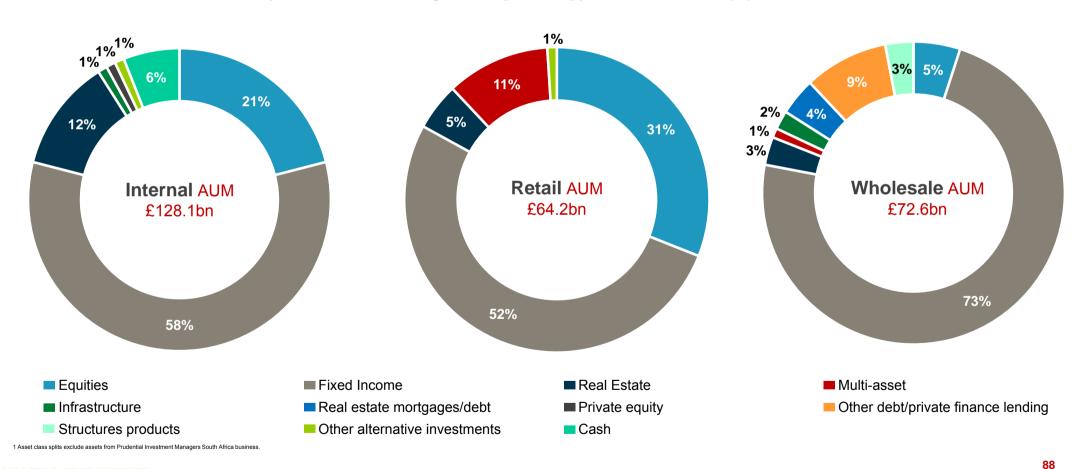
2016 FULL YEAR RESULTS 87

M&G

Diversified across principal asset classes



M&G Group assets under management by client type and asset class (%), 31 December 2016¹

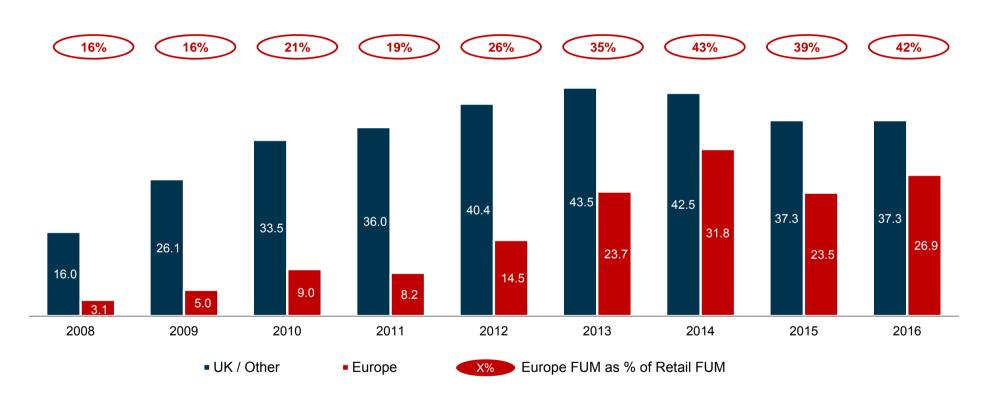


2016 FULL YEAR RESULTS

Asset Management M&G – retail FUM



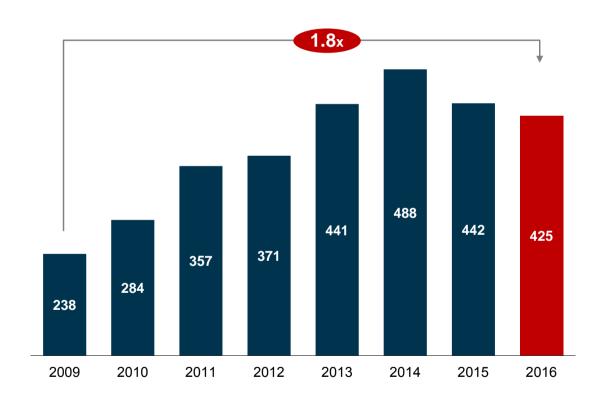
Retail funds under management, £bn



M&G Operating profit



M&G IFRS operating profit, £m



IFRS operating profit – sources of earnings Life insurance - Asia



Source					
FY 2016	FY 2015	+/-			
F1 2016	(CER)	T /-			

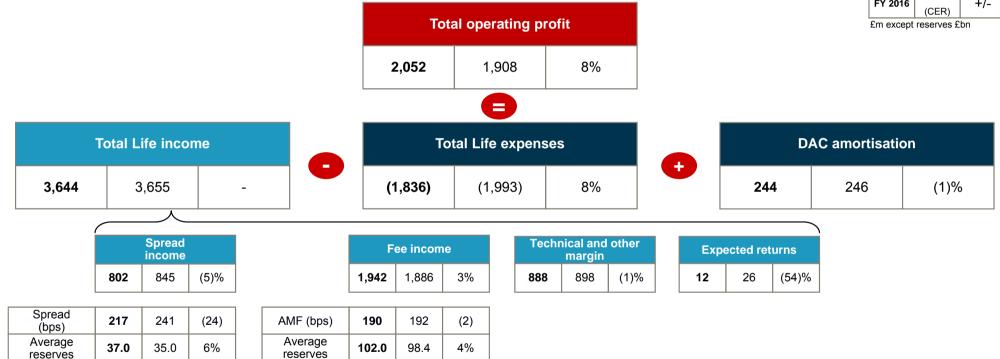
							al oper									2016	2015 +/- ER) +/- ves £bn
					1,	503	1,	303	15%								
									·								
То	tal Life i	ncome				To	otal Life	expe	enses					DAC a	djustme	ents	
3,472	3,12	5	11%		(2,	,117)	(1,	930)	(10)%		+		148		108	3	37%
		-							•					•			
		Spread income			F	ee incom	ne .			Techi	nical and margin	other		V	/ith-profi	its	
	192	164	17%		174	170	2%			2,959	2,662	11%		48	50	(4)%	
Spread (bps)	144	143	1	AMF (bps)	111	114	(3)] [Margin on revenues	1,919	1,821	5%		Ехр	ected ret	urns	_
Average reserves	13.3	11.5	16%	Average reserves	15.6	14.9	5%		Insurance margin	1,040	841	24%		99	79	25%	

^{1 2015} comparatives have been restated to exclude the contribution from the held Korea Life.

IFRS operating profit – sources of earnings Life insurance - US



Source					
FY 2016	FY 2015	+/-			
F1 2016	(CER)	Τ/-			



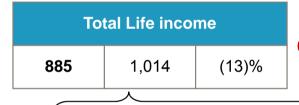
IFRS operating profit - sources of earnings Life insurance - UK



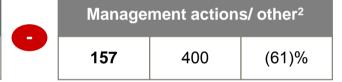
	Source	!
FY2016	FY2015	+/-

£m except reserves £bn

Total operating profit						
799	1,167	(32)%				







Spread income				
177	258	(31)%		

	59	62	(5)%
- (l)	07	00	(4)

Fee income

Technical and other margin							
270 298 (9)%							

Expected returns						
110	127	(13)%				

With-profits				
269	269	-		

Spread (bps)	54	82	(28)
Average reserves	32.7	31.5	4%

AMF (bps)	27	28	(1)
Average reserves	21.8	22.4	(3)%

Margin on revenues	207	179	16%
Insurance margin	63	119	(47)%

Includes DAC adjustment of -£2m (FY15: -£2m

² Includes amounts relating to UK management actions relating to longevity reinsurance of £197m (2015: £231m) and other optimisation actions of £135m (2015: £169m) and provision of £(175)m (2015: £nil)

IFRS operating profit – sources of earnings

Asset management



Asset Management operating profit ¹		
566	570	(1)%

Source		
FY2016	FY2015	+/-
F12016	(CER)	Τ/-

£m except average assets £bn

	M&G	
425	442	(4)%

Eastspring Investments		
141	128	10%

Underlying income		
923	939	(2)%

Other income ²		
46	36	28%

Total expenses		
(544)	(533)	(2)%

Total income ²		
360	342	5%

Total expenses		
(219)	(214)	(2)%

Average fees ⁴ (bps)	37	37	-
Average assets (£bn)	250.4	252.5	(1)%

Cost / income ratio ³			
59%	57%	2ppt	

Average fees ⁴ (bps)	32	34	(2)
Average assets (£bn)	109.0	100.0	9%

Cost / income ratio ³		
56%	58%	(2)ppt

2016 FULL YEAR RESULTS

¹ Excludes PruCap and US asset management business.

Includes performance- related fees and share of associates results.

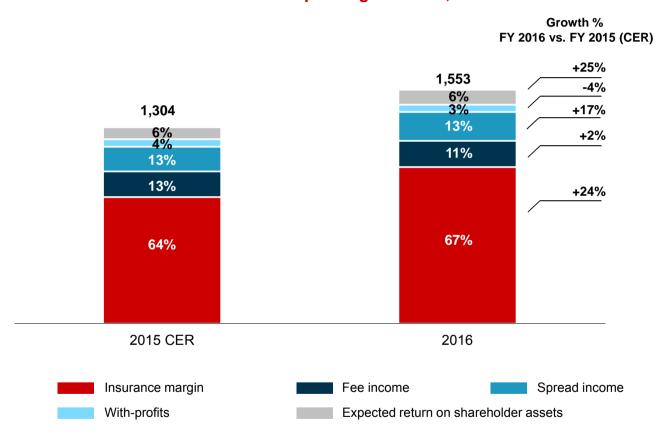
³ Cost/income ratio excludes performance-related fees, carried interest and profit from associate, and for Eastspring, taxes on JV operating profit.

⁴ Average fees exclude performance-related fees (PRF) and M&G's share pf operating profit from PPMSA.

IFRS operating profit sources of income Life insurance - Asia



Asia IFRS operating income^{1,2}, £m

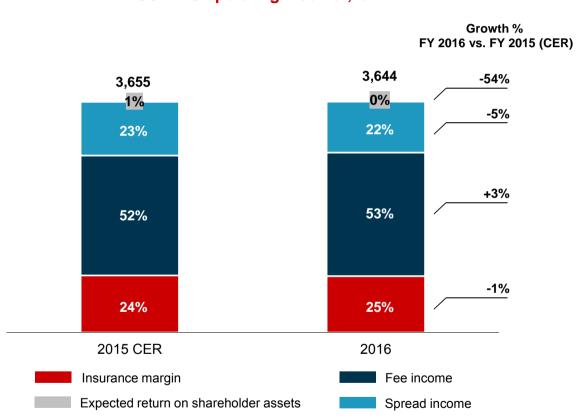


¹ Excludes margin on revenues, acquisition and administration expenses and DAC adjustments.
2 2015 comparatives restated to exclude the held for sale Korea Life.

IFRS operating profit sources of income Life insurance - US



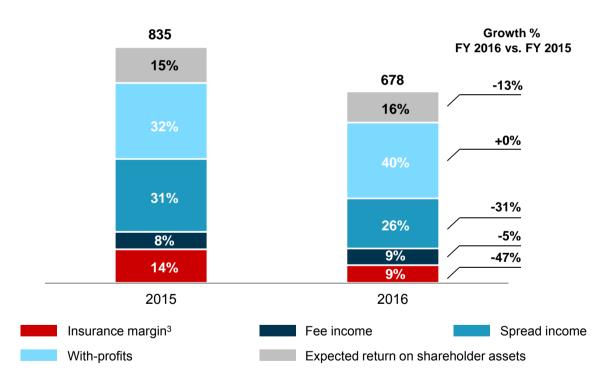
US IFRS operating income¹, £m



IFRS operating profit sources of income Life insurance - UK



UK IFRS operating income^{1,2}, £m



¹ Excludes margin on revenues, acquisition and administration expenses and DAC amortisation

² Excludes earnings from longevity reinsurance and other management actions of £332m (2015: £400m) and the provision for review of past annuity sales £175m.

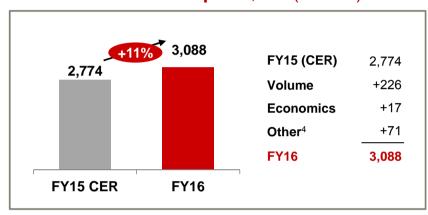
EEV operating profit (post-tax) Operating return on EEV of 17%



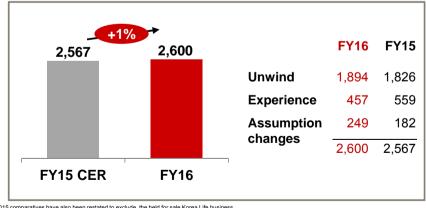
EEV operating profit by business unit, £m (CER)

	FY16	vs FY15²
Asia Life	3,074	+20%
US Life	1,971	(3)%
UK Life	643	(25)%
Asset Management ¹	508	(2)%
	6,196	+4%
Other	(699)	(13)%
Total	5,497	+3%

New business profit, £m (CER^{2,3})



In-force profit, £m (CER2)



¹ Includes post-tax operating profit from M&G, PruCap, Eastspring, Curian and US broker-dealers, and UK general insurance commission.

² FY15 restated on constant exchange rate basis, increasing Asia new business profit by £178 million, US new business profit by £104 million, Asia in-force profit by £197 million and US in-force profit by £128 million. 2015 comparatives have also been restated to exclude the held for sale Korea Life business.

^{3 2015} restated to exclude contribution from bulk annuities.

⁴ Other includes operating assumption changes, channel mix, geographic mix, product mix and pricing actions

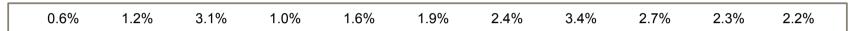
EEV operating profit

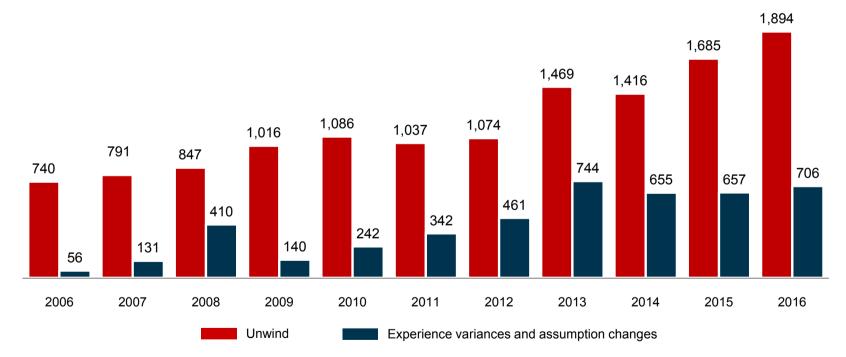
Life operating variances - Group



Group Life operating variances^{1,2}, £m

Experience variances and assumption changes % opening EEV3



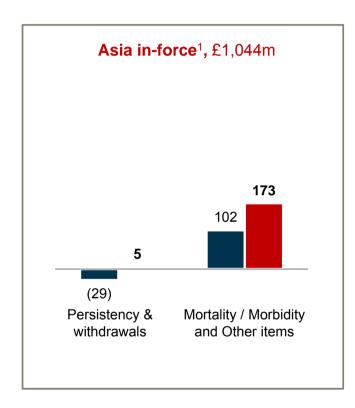


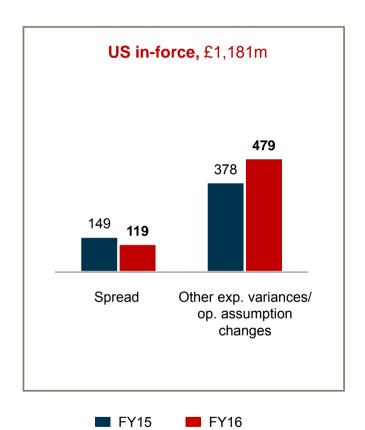
¹ Excludes Japan Life and Taiwan agency. The comparative results have been adjusted to exclude the held for sale Korea life. FY2014 comparatives have been restated to exclude the contribution from the sold PruProtect businesses. FY2006 to FY2013 comparatives include the results of PruHealth and PruProtect. 2 2016 - 2014 Experience variances and assumption changes are shown pre development costs. 2006 - 2013 are shown post development costs. 3 Opening EEV of Life operations, excluding goodwill.

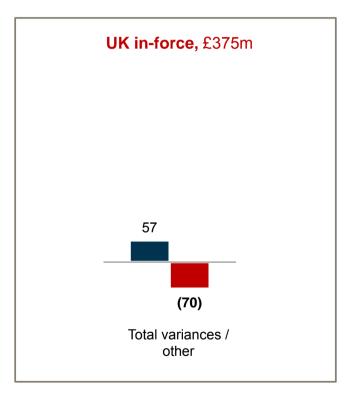
Note: Unwind & Experience variances / assumption changes are on a post tax basis

EEV operating profit In-force performance









¹ The 2015 comparative results have been adjusted from those previously published for the reclassification of the results attributable to the held-for-sale Korea life business.

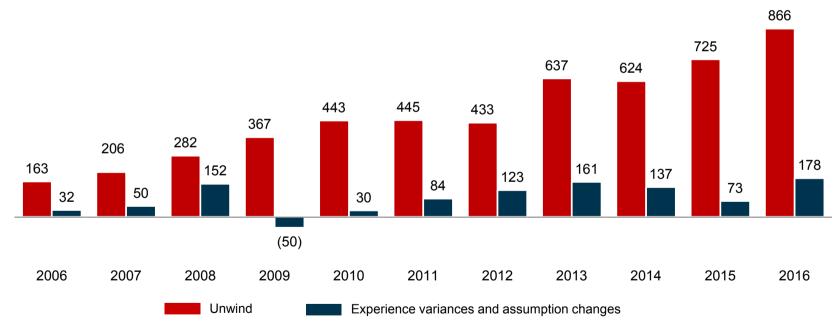
EEV operating profit

Life operating variances - Asia



Asia Life operating variances^{1,3}, £m

Experience variances and assumption changes % opening EEV2



^{1 2015} and 2014 Experience variances and assumption changes are shown pre development costs. 2006 to 2013 are shown post development costs.

2016 FULL YEAR RESULTS

² Opening EEV of Life operations, excluding goodwill.

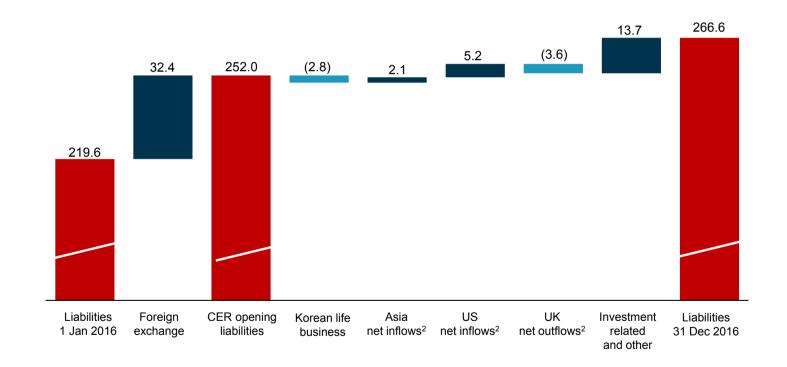
³ All comparative results have been adjusted from those previously published for the reclassification of the results attributable to the held-for-sale Korea life business Note: Unwind & Experience variances / assumption changes are on a post tax basis and excludes Japan.

Policyholder liabilities

Shareholder backed business - Group



Policyholder liabilities1 roll-forward, £bn



¹ Shareholder-backed business

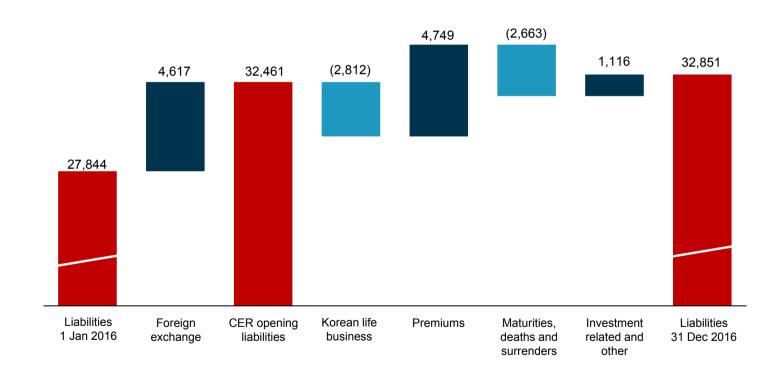
² Defined as movements in shareholder-backed policyholder liabilities arising from premiums, surrenders, maturities and deaths.

Policyholder liabilities

Shareholder backed business - Asia



Policyholder liabilities roll-forward, £m

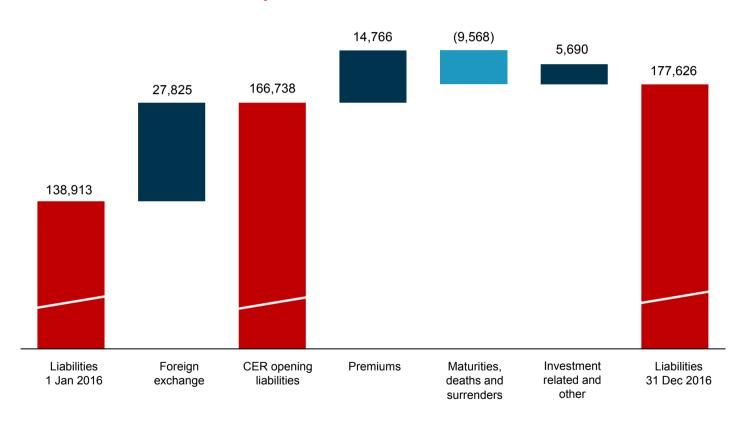


Policyholder liabilities

Shareholder backed business - US



Policyholder liabilities roll-forward, £m



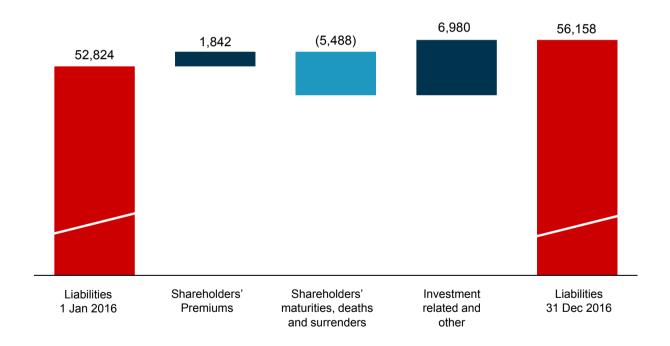
2016 FULL YEAR RESULTS

Policyholder liabilities Charabalder basked bysin

Shareholder backed business - UK



Policyholder liabilities roll-forward, £m

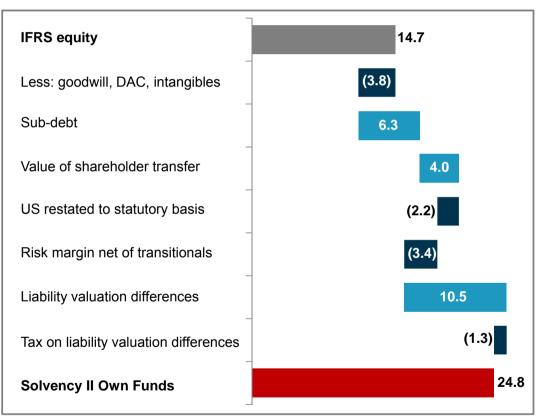


Solvency II

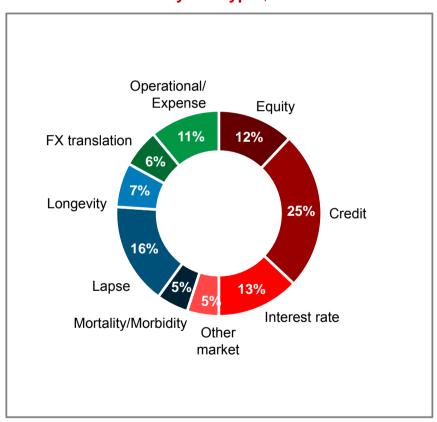
Well-diversified risks



Reconciliation of IFRS equity to Solvency II Own Funds^{1,2}, FY16 £bn



SCR by risk type³, FY16



106 2016 FULL YEAR RESULTS

The Group Shareholder position excludes the contribution to the Group SCR and Own Funds of ring fenced With Profit Funds and staff pension schemes in surplus.

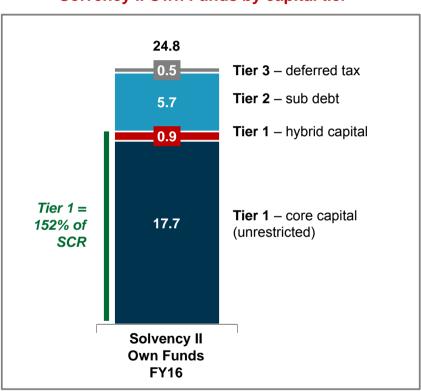
Before allowing for the 2016 second interim dividend Solvency II undiversified solvency capital requirement

Solvency II

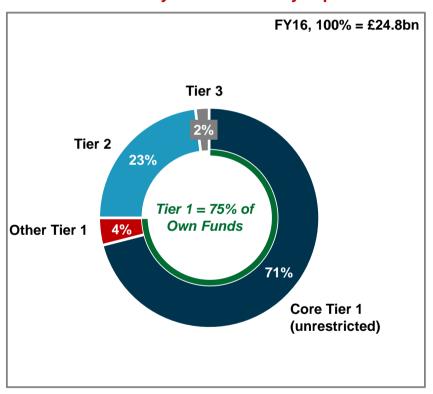
High quality capital



Solvency II Own Funds by capital tier^{1,2}



Share of Solvency II Own Funds by capital tier^{1,2}

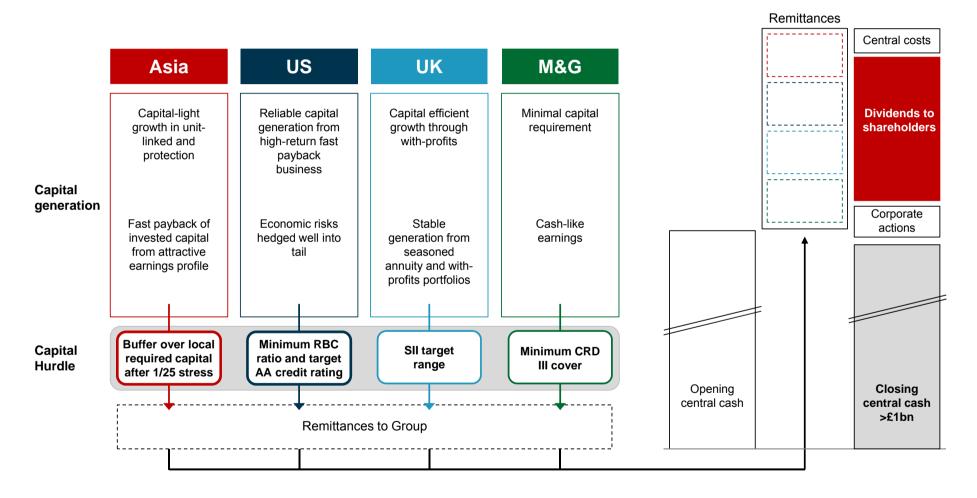


The Group Shareholder position excludes the contribution to the Group SCR and Own Funds of ring fenced With Profit Funds and staff pension schemes in surplus. Before allowing for the 2016 second interim dividend

Solvency II

Capital dynamics and dividend philosophy are unchanged





Solvency II

SII treatment of hybrid capital classification



Hybrid Capital outstanding, 31 December 2016

Issue Date	Amount	Coupon	Maturity Date	1st Call Date	SII Class
19-Dec-01	GBP 435m	6.125%	19-Dec-31	None	Tie
23-Jun-03	USD 1,000m	6.50%	Perp	23-Dec-08	Tie
10-Jul-03	EUR 20m	20 yr CMS rate	10-Jul-23	None	Tie
30-Jul-04	USD 250m	6.75%	Perp	23-Sep-09	Tie
12-Jul-05	USD 300m	6.50%	Perp	23-Sep-10	Tie
29-May-09	GBP 400m	11.375%	29-May-39	29-May-19	Tie
21-Jan-11	USD 550m	7.75%	Perp	23-Jun-16	Tie
15-Jan-13	USD 700m	5.25%	Perp	23-Mar-18	Ti
16-Dec-13	GBP 700m	5.70%	19-Dec-63	19-Dec-43	Tie
09-Jun-15	GBP 600m	5.00%	20-Jul-55	20-Jul-35	Ti
07-Jun-16	USD 1,000m	5.25%	Perp	20-Jul-21	Ti
13-Sept-16	USD 725m	4.375%	Perp	20-Oct-21	Ti

ssification Γier 2* Γier 2* Γier 2* Γier 1* Γier 1* Γier 2* Γier 1* Tier 2 Γier 2* Tier 2 Tier 2 Tier 2

GroupDividend policy



The Board will maintain its focus on delivering a growing ordinary dividend. In line with this policy, Prudential aims to grow the ordinary dividend by 5 per cent per annum. The potential for additional distributions will continue to be determined after taking into account the Group's financial flexibility across a broad range of financial metrics and our assessment of opportunities to generate attractive returns by investing in specific areas of the business

Assessment of dividend affordability unchanged

grow the ordinary dividend by 5 per cent per annum

potential for additional distributions

Range of financial metrics

- IFRS earnings
- Free surplus generation
- Holding company cash
- Free surplus 'stock'
- Solvency II surplus
- Local solvency surplus
- Financial strength ratings

Stress tested

- 1/25 year stress on financial KPIs¹
- Country level cash
- Group liquidity
- Buffer for regulatory change and 'shocks'

Competing use of capital

- Investment in growth
- Funding corporate activity

^{1 1/25} year stress is equivalent to a Group-wide scenario with movements in all risks including a 29% to 50% fall in equity levels, a 0.4% to 2.8% fall in long-term interest rates and spreads widening by 150p in A-rated credit and 230p in BBB-rated credit.

Asset portfolio is high quality and well diversified



Breakdown of invested assets¹, FY16, £bn

				Shareholders'					
	Total Group	PAR funds	Unit linked	Asia Life	US Life	UK Life	Other	Total	
Debt	170.5	70.9	9.6	11.4	40.7	35.5	2.4	90.0	
Equity	198.6	49.6	147.1	1.4	0.3	0.0	0.2	1.9	
Property	14.6	12.3	0.7	0.0	0.0	1.6	0.0	1.6	
Mortgage	8.5	0.7	0.0	0.2	6.0	1.6	0.0	7.8	
Deposits	12.2	8.9	1.4	0.6	0.0	1.2	0.1	1.9	
Other loans	6.6	1.9	0.0	0.4	3.7	0.0	0.6	4.7	
Other	9.4	6.7	0.0	0.2	1.8	0.5	0.2	2.7	
Total	420.4	151.0	158.8	14.2	52.5	40.4	3.5	110.6	

- Total group assets of £420.4bn; shareholder exposure of £110.6bn
- · Conservative asset mix: 96% credit portfolio is rated investment grade
- Minimal default losses, and minimal impairments across all credit portfolios
- Additional cash and equivalents of £10.1bn, of which shareholder exposure of £5.1bn

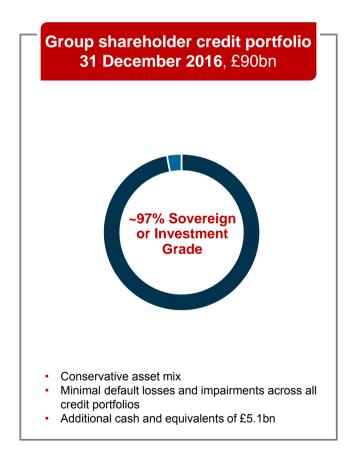
Shareholder debt portfolio, FY16, £bn

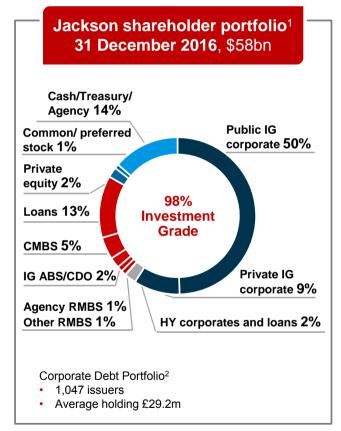
			Holding	HY %	
	Portfolio £bn	No. issuers	Av. £m	Max £m	debt portfolio
overeign debt	17.1	43	390	4,370	1.5%
orporate debt					
Investment grade	70.7	1,745	33	465	n/a
High yield	2.2	281	13	313	2.4%
	72.9	2,026	30	465	n/a
Oil and gas	3.5	143	24	193	0.6%
Mining	0.7	34	22	103	0.2%
Banks	5.5	190	29	372	0.2%

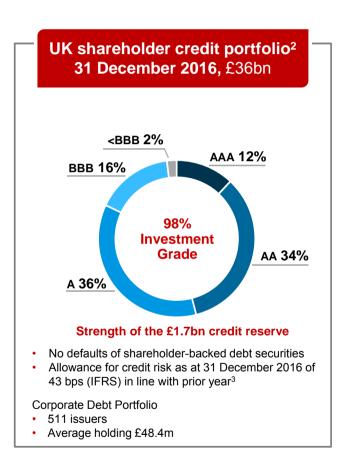
¹ Excludes £1.3 hillion of investments in joint ventures and associates accounted for using the equity method

Conservative approach to balance sheet risk







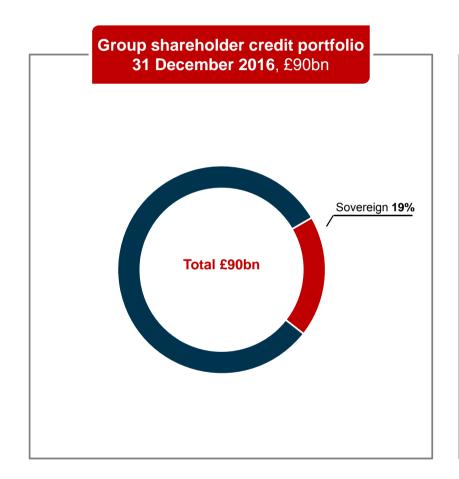


Based on Statutory accounting book value

Based on IFRS accounting market value For Prudential Retirement Income Limited (PRIL)

Group shareholder exposures – Sovereign debt



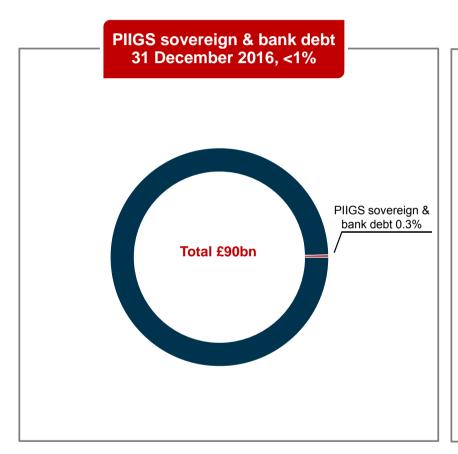


	Breakdown of the shareholder credit portfolio, %					
	SH sovereign exposures by regions & ratings ¹ , £m					
	US	UK	Europe	Asia	Other	Total
AAA	-	-	573	149	10	732
AA-BBB	6,861	5,510	194	2,434	67	15,066
Below BBB	-	-	-	1,319	-	1,319
Total	6,861	5,510	767	3,902	77	17,117
		Germany	France	"PIIGS"	Other	Total
Europe		573	22	89	83	767
	Dowtweel	ltalu	lualand	Cross	Sucin	Total
DIICC	Portugal	Italy	Ireland	Greece	Spain	Total
PIIGS	-	56	-	-	33	89
						•

1 Includes Credit Default Swaps.

Total PIIGS sovereign and bank debt



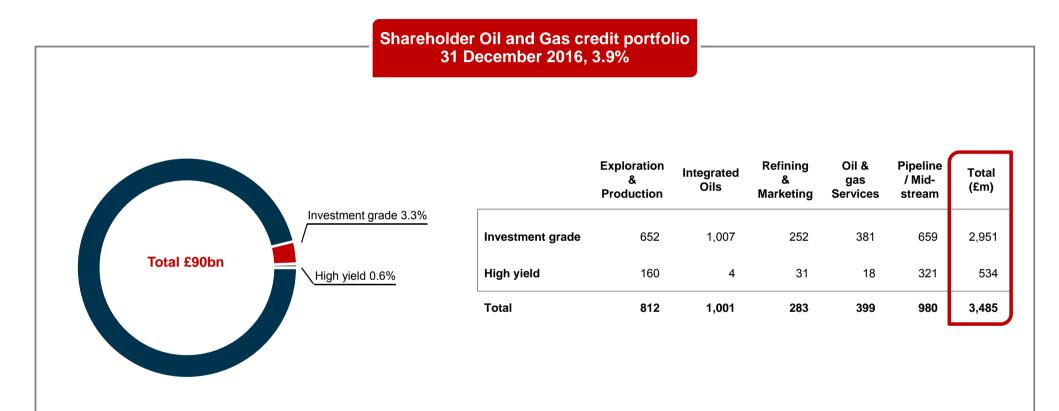


Shareholder invested assets – PIIGS countries as at 31 December 2016, £m

			Ban	k debt			
	Sovereign	Institution	Covered	Senior	Tier II	Tier I	Total
Portugal	-	Banco Espirito Santo	-	19	-	-	19
Ireland	-	-	-	-	-	-	-
Italy	56	Intesa SanPaolo	-	32	-	-	88
Greece	-	-		-	-	-	-
Spain	33	Santander	148	22	-	-	203
Total	89		148	73	-	-	310

Group shareholder exposures – oil and gas sector





US asset quality - Energy Exposure

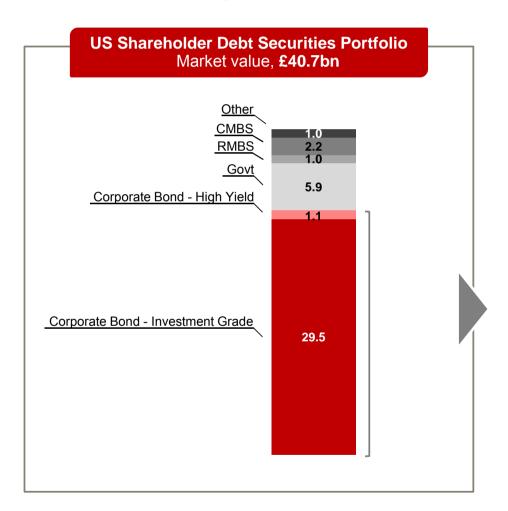


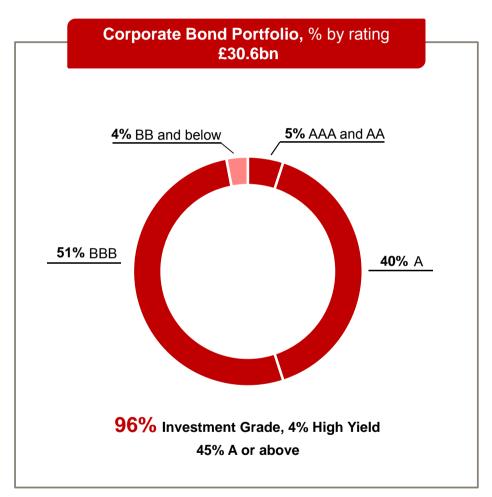
Energy Portfolio by Sub-Sector - Total IFRS Book Value, in US\$bn 31 December 2016 \$3.9 \$1.3 Higher Energy, Exploration & A- or Higher Production sensitivity to oil Total energy exposure at 31 December, \$3.9bn prices 0.4 1.0 Energy exposure is 8% of the fixed maturity portfolio Average market price was 104.1 Unrealised gain was \$128m BBB+ Oil Field Equipment & 0.3 Services 0.3 • The E&P and Oil Field Equipment and Services sub-sectors are the Integrated Energy most sensitive to oil prices BBB Average market price was 103.7 0.7 Unrealised gain was \$50m 0.4 Gas Distribution 2016 results BBB-\$33m of OTTI for 2016. No OTTI in 2nd half of 2016. BB+ or Below 0.1 \$70m of net realised loss from sales for 2016 \$7m of net realised gain from sales in 2nd half of 2016 1.7 Oil Refining & Marketing

0.2

US asset quality – corporate debt portfolio (1/3)



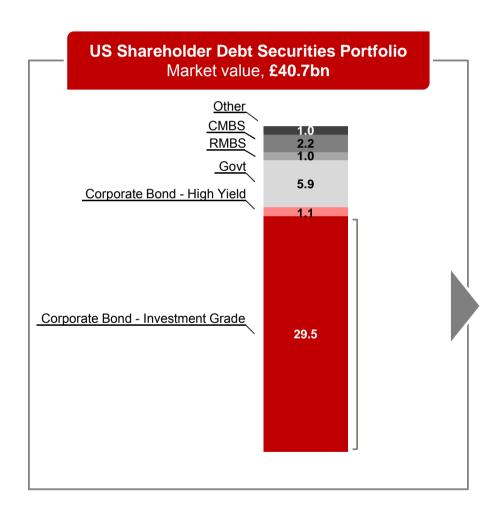


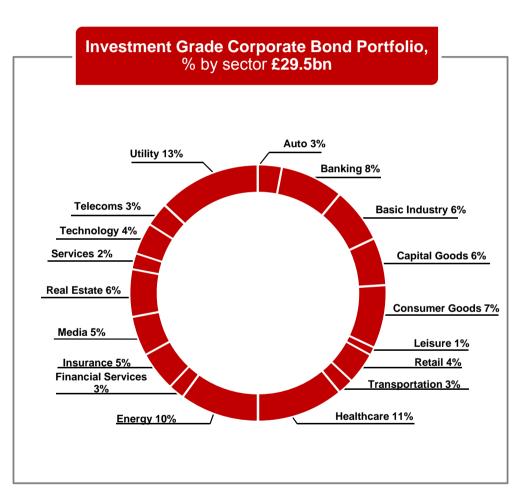


2016 FULL YEAR RESULTS

US asset quality – corporate debt portfolio (2/3)



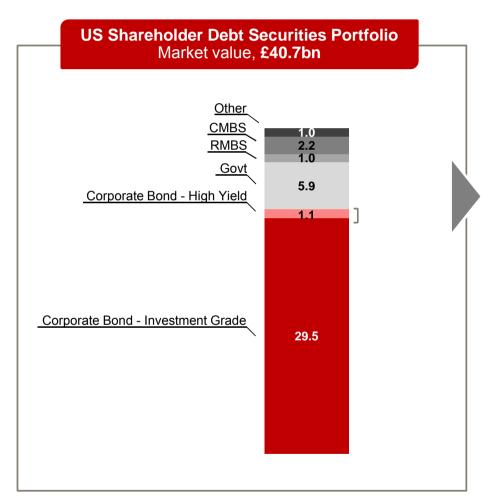


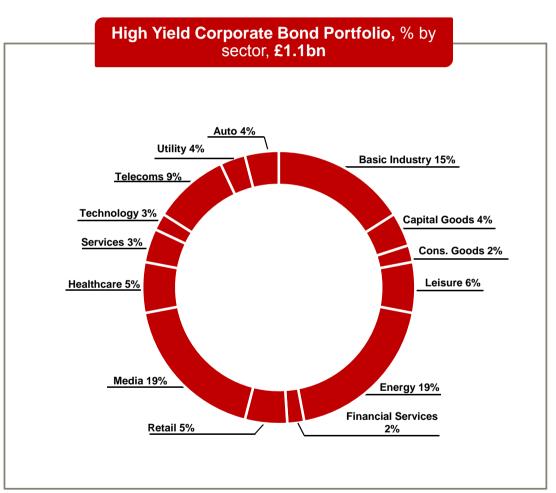


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US asset quality – corporate debt portfolio (3/3)



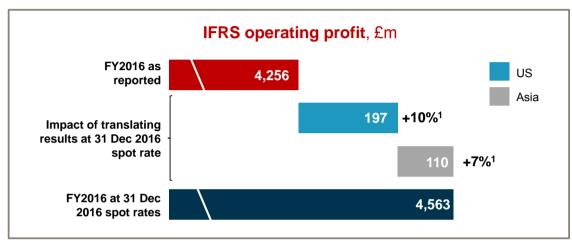


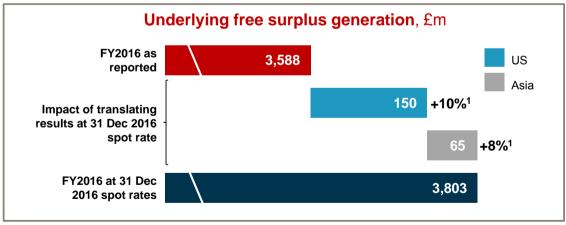


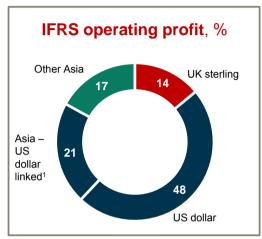
Currency mix

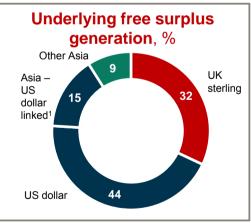
Currency translation sensitivities











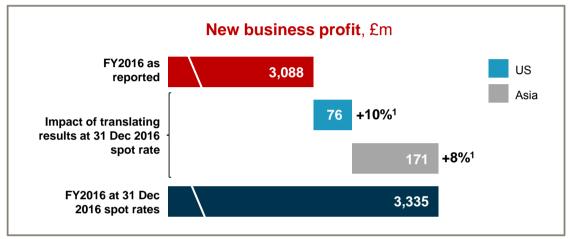
2016 FULL YEAR RESULTS

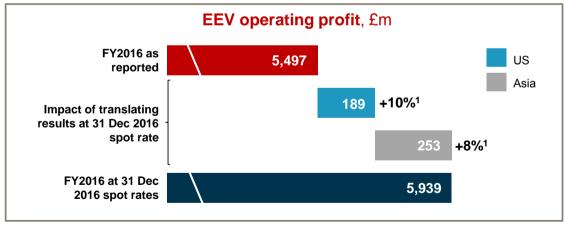
 $^{1\ \ \}text{Represents}\ \%\ \text{increase in US and Asia actual reported figures when translated at 31 December 2016 spot FX rates}.$

Currency mix

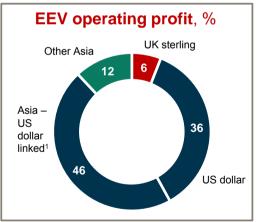
Currency translation sensitivities











2016 FULL YEAR RESULTS

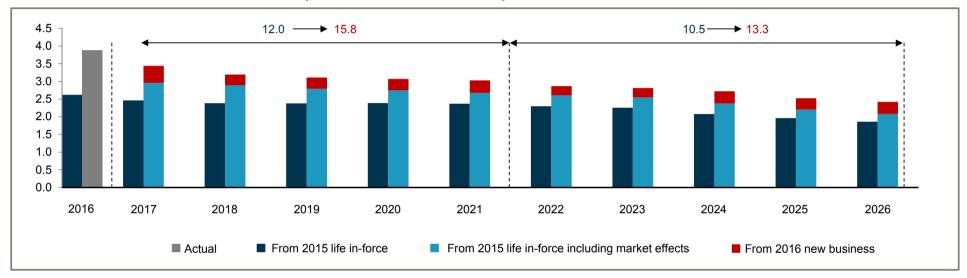
 $^{1\ \ \}text{Represents}\ \%\ \text{increase in US and Asia actual reported figures when translated at 31 December 2016 spot FX rates}.$

Future free surplus emergence

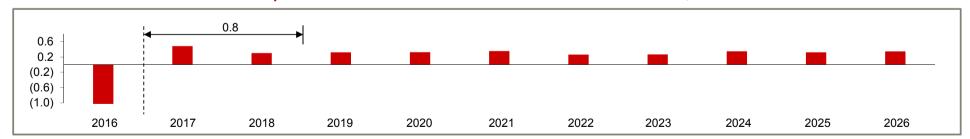
Group



Expected undiscounted free surplus from life in-force¹, £bn



Expected undiscounted cash flows from 2016 life new business¹, £bn



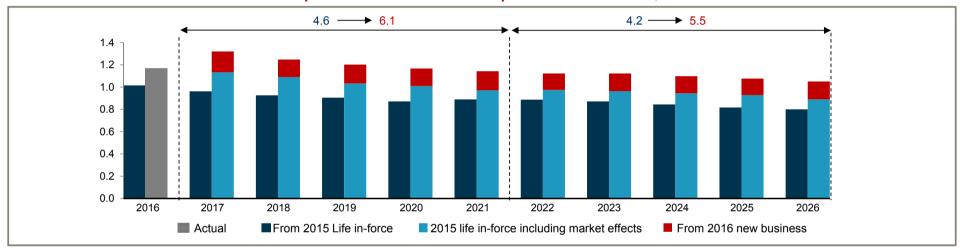
¹ For life business, represents the undiscounted expected transfer of value of in-force business and required capital to free surplus as at FY16

Future free surplus emergence

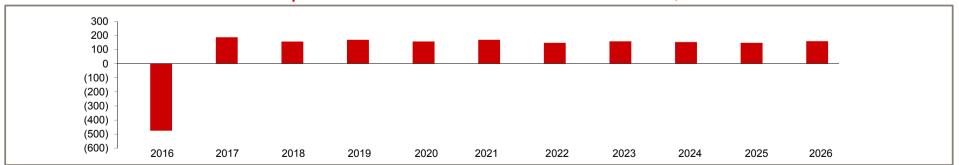
Asia



Expected undiscounted free surplus from Life in-force¹, £bn



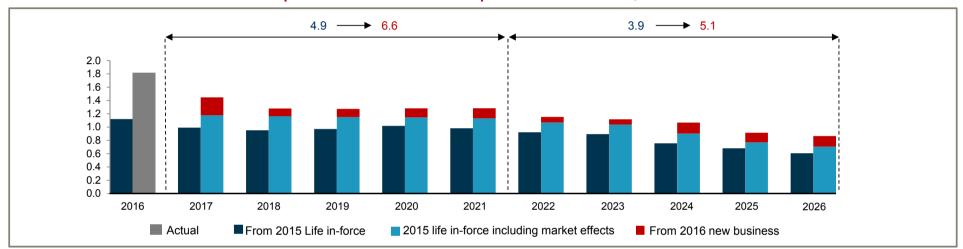
Expected undiscounted cash flows from 2016 new business, £m



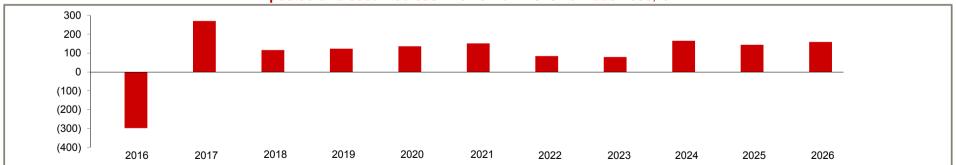
Future free surplus emergence US



Expected undiscounted free surplus from Life in-force¹, £bn



Expected undiscounted cash flows from 2016 new business, ${\rm \pounds m}$

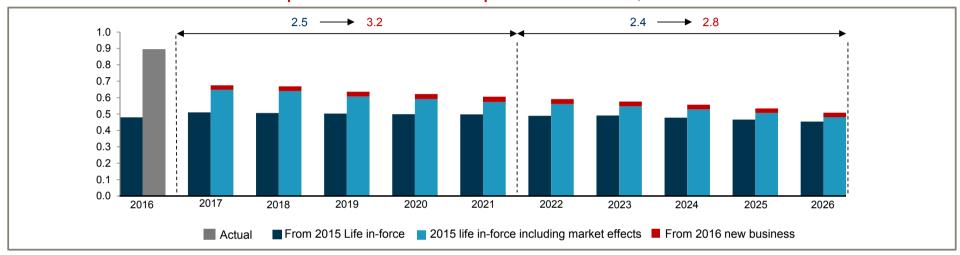


¹ For life business, represents the undiscounted expected transfer of value of in-force business and required capital to free surplus as at FY16

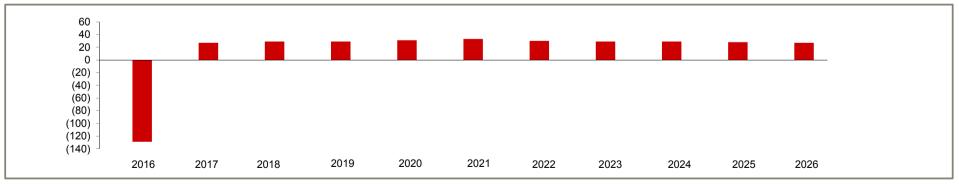
Future free surplus emergence



Expected undiscounted free surplus from Life in-force¹, £bn



Expected undiscounted cash flows from 2016 new business, $\pounds m$



¹ For life business, represents the undiscounted expected transfer of value of in-force business and required capital to free surplus as at FY16