

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2007

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1a)</sup>			Asia <sup>(1a)</sup>			Total		
	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)
<b>Total Insurance Products</b>	6,866	7,192	(5%)	6,534	5,507	19%	2,944	1,816	62%	16,344	14,515	13%
<b>Total Investment Products Gross Inflows <sup>(2)</sup></b>	14,745	13,486	9%	60	-	-	38,954	19,816	97%	53,759	33,302	61%
	21,611	20,678	5%	6,594	5,507	20%	41,898	21,632	94%	70,103	47,817	47%

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents <sup>(3)</sup>		
	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,399	1,341	4%	-	-	-	1,399	1,341	4%	140	134	4%
Direct and Partnership Annuities	842	780	8%	-	-	-	842	780	8%	84	78	8%
Intermediated Annuities	589	592	(1%)	-	-	-	589	592	(1%)	59	59	0%
<b>Total Individual Annuities</b>	2,830	2,713	4%	-	-	-	2,830	2,713	4%	283	271	4%
Equity Release	156	89	75%	-	-	-	156	89	75%	16	9	78%
Individual Pensions	38	21	81%	1	-	-	39	21	86%	5	2	150%
Corporate Pensions	283	318	(11%)	84	66	27%	367	384	(4%)	112	98	14%
Unit Linked Bonds	243	388	(37%)	-	-	-	243	388	(37%)	24	39	(38%)
With-Profit Bonds	297	139	114%	-	-	-	297	139	114%	30	14	114%
Protection	-	11	-	5	9	(44%)	5	20	(75%)	5	10	(50%)
Offshore Products	434	540	(20%)	4	-	-	438	540	(19%)	47	54	(13%)
<b>Total Retail Retirement</b>	4,281	4,219	1%	94	75	25%	4,375	4,294	2%	522	497	5%
Corporate Pensions	198	261	(24%)	115	100	15%	313	361	(13%)	135	126	7%
Other Products	190	232	(18%)	25	26	(4%)	215	258	(17%)	44	49	(10%)
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	14	16	(13%)
<b>Total Mature Life and Pensions</b>	531	654	(19%)	140	126	11%	671	780	(14%)	193	191	1%
<b>Total Retail</b>	4,812	4,873	(1%)	234	201	16%	5,046	5,074	(1%)	715	688	4%
Wholesale Annuities	1,799	1,431	26%	-	-	-	1,799	1,431	26%	180	143	26%
Credit Life	21	687	(97%)	-	-	-	21	687	(97%)	2	69	(97%)
<b>Total UK Insurance Operations</b>	6,632	6,991	(5%)	234	201	16%	6,866	7,192	(5%)	897	900	(0%)
<b>Channel Summary</b>												
Direct and Partnership	2,385	2,543	(6%)	209	174	20%	2,594	2,717	(5%)	448	428	5%
Intermediated	2,284	2,169	5%	25	27	(7%)	2,309	2,196	5%	253	244	4%
Wholesale	1,820	2,118	(14%)	-	-	-	1,820	2,118	(14%)	182	212	(14%)
<b>Sub-Total</b>	6,489	6,830	(5%)	234	201	16%	6,723	7,031	(4%)	883	884	(0%)
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	14	16	(13%)
<b>Total UK Insurance Operations</b>	6,632	6,991	(5%)	234	201	16%	6,866	7,192	(5%)	897	900	(0%)
<b>US Insurance Operations <sup>(1a)</sup></b>												
Fixed Annuities	573	633	(9%)	-	-	-	573	633	(9%)	57	63	(10%)
Fixed Index Annuities	446	510	(13%)	-	-	-	446	510	(13%)	45	51	(12%)
Variable Annuities	4,554	3,517	29%	-	-	-	4,554	3,517	29%	455	352	29%
Life	7	7	0%	19	18	19%	26	23	13%	20	17	18%
<b>Sub-Total Retail</b>	5,580	4,667	20%	19	16	19%	5,599	4,683	20%	577	483	19%
Guaranteed Investment Contracts	408	422	(3%)	-	-	-	408	422	(3%)	41	42	(2%)
GIC - Medium Term Note	527	402	31%	-	-	-	527	402	31%	53	40	33%
<b>Total US Insurance Operations</b>	6,515	5,491	19%	19	16	19%	6,534	5,507	19%	671	565	19%
<b>Asian Insurance Operations <sup>(1a)</sup></b>												
China <sup>(1b)</sup>	72	26	177%	40	35	14%	112	61	84%	47	38	24%
Hong Kong	501	325	54%	117	95	23%	618	420	47%	167	128	30%
India <sup>(b)</sup>	26	20	30%	177	106	67%	203	126	61%	180	108	67%
Indonesia	118	28	321%	109	66	65%	227	94	141%	121	69	75%
Japan	122	62	97%	22	6	267%	144	68	112%	34	12	163%
Korea	179	97	85%	241	197	22%	420	294	43%	259	207	25%
Malaysia	41	4	925%	78	71	10%	119	75	59%	82	71	15%
Singapore	593	347	71%	67	70	(4%)	660	417	58%	126	105	20%
Taiwan	132	84	57%	218	127	72%	350	211	66%	231	135	71%
Other <sup>(4)</sup>	36	15	140%	55	35	57%	91	50	82%	59	37	59%
<b>Total Asian Insurance Operations</b>	1,820	1,008	81%	1,124	808	39%	2,944	1,816	62%	1,306	909	44%
<b>Group Total</b>	14,967	13,490	11%	1,377	1,025	34%	16,344	14,515	13%	2,874	2,374	21%

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2007

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1b)</sup>			Asia <sup>(1b)</sup>			Total		
	FY 2007 £m	FY 2006 £m	+/(%)	FY 2007 £m	FY 2006 £m	+/(%)	FY 2007 £m	FY 2006 £m	+/(%)	FY 2007 £m	FY 2006 £m	+/(%)
<b>Total Insurance Products</b>	<b>6,866</b>	<b>7,192</b>	<b>(5%)</b>	<b>6,534</b>	<b>5,981</b>	<b>9%</b>	<b>2,944</b>	<b>1,921</b>	<b>53%</b>	<b>16,344</b>	<b>15,094</b>	<b>8%</b>
<b>Total Investment Products Gross Inflows <sup>(2)</sup></b>	<b>14,745</b>	<b>13,486</b>	<b>9%</b>	<b>60</b>	<b>-</b>	<b>-</b>	<b>38,954</b>	<b>20,408</b>	<b>91%</b>	<b>53,759</b>	<b>33,894</b>	<b>59%</b>
	<b>21,611</b>	<b>20,678</b>	<b>5%</b>	<b>6,594</b>	<b>5,981</b>	<b>10%</b>	<b>41,898</b>	<b>22,329</b>	<b>88%</b>	<b>70,103</b>	<b>48,988</b>	<b>43%</b>

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents <sup>(3)</sup>		
	FY 2007 £m	FY 2006 £m	+/(%)	FY 2007 £m	FY 2006 £m	+/(%)	FY 2007 £m	FY 2006 £m	+/(%)	FY 2007 £m	FY 2006 £m	+/(%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,399	1,341	4%	-	-	-	1,399	1,341	4%	140	134	4%
Direct and Partnership Annuities	842	780	8%	-	-	-	842	780	8%	84	78	8%
Intermediated Annuities	589	592	(1%)	-	-	-	589	592	(1%)	59	59	0%
<b>Total Individual Annuities</b>	<b>2,830</b>	<b>2,713</b>	<b>4%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,830</b>	<b>2,713</b>	<b>4%</b>	<b>283</b>	<b>271</b>	<b>4%</b>
Equity Release	156	89	75%	-	-	-	156	89	75%	16	9	78%
Individual Pensions	38	21	81%	1	-	-	39	21	86%	5	2	150%
Corporate Pensions	283	318	(11%)	84	66	27%	367	384	(4%)	112	98	14%
Unit Linked Bonds	243	388	(37%)	-	-	-	243	388	(37%)	24	39	(38%)
With-Profit Bonds	297	139	114%	-	-	-	297	139	114%	30	14	114%
Protection	-	11	-	5	9	(44%)	5	20	(75%)	5	10	(50%)
Offshore Products	434	540	(20%)	4	-	-	438	540	(19%)	47	54	(13%)
<b>Total Retail Retirement</b>	<b>4,281</b>	<b>4,219</b>	<b>1%</b>	<b>94</b>	<b>75</b>	<b>25%</b>	<b>4,375</b>	<b>4,294</b>	<b>2%</b>	<b>522</b>	<b>497</b>	<b>5%</b>
Corporate Pensions	198	261	(24%)	115	100	15%	313	361	(13%)	135	126	7%
Other Products	190	232	(18%)	25	26	(4%)	215	258	(17%)	44	49	(10%)
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	14	16	(13%)
<b>Total Mature Life and Pensions</b>	<b>531</b>	<b>654</b>	<b>(19%)</b>	<b>140</b>	<b>126</b>	<b>11%</b>	<b>671</b>	<b>780</b>	<b>(14%)</b>	<b>193</b>	<b>191</b>	<b>1%</b>
<b>Total Retail</b>	<b>4,812</b>	<b>4,873</b>	<b>(1%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>5,046</b>	<b>5,074</b>	<b>(1%)</b>	<b>716</b>	<b>688</b>	<b>4%</b>
Wholesale Annuities	1,799	1,431	26%	-	-	-	1,799	1,431	26%	180	143	26%
Credit Life	21	687	(97%)	-	-	-	21	687	(97%)	2	69	(97%)
<b>Total UK Insurance Operations</b>	<b>6,632</b>	<b>6,991</b>	<b>(5%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>6,866</b>	<b>7,192</b>	<b>(5%)</b>	<b>897</b>	<b>900</b>	<b>(0%)</b>
<b>Channel Summary</b>												
Direct and Partnership	2,385	2,543	(6%)	209	174	20%	2,594	2,717	(5%)	448	428	5%
Intermediated	2,284	2,169	5%	25	27	(7%)	2,309	2,196	5%	253	244	4%
Wholesale	1,820	2,118	(14%)	-	-	-	1,820	2,118	(14%)	182	212	(14%)
<b>Sub-Total</b>	<b>6,489</b>	<b>6,830</b>	<b>(5%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>6,723</b>	<b>7,031</b>	<b>(4%)</b>	<b>883</b>	<b>884</b>	<b>(0%)</b>
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	14	16	(13%)
<b>Total UK Insurance Operations</b>	<b>6,632</b>	<b>6,991</b>	<b>(5%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>6,866</b>	<b>7,192</b>	<b>(5%)</b>	<b>897</b>	<b>900</b>	<b>(0%)</b>
<b>US Insurance Operations <sup>(1b)</sup></b>												
Fixed Annuities	573	688	(17%)	-	-	-	573	688	(17%)	57	69	(17%)
Fixed Index Annuities	446	554	(19%)	-	-	-	446	554	(19%)	45	55	(18%)
Variable Annuities	4,554	3,819	19%	-	-	-	4,554	3,819	19%	455	382	19%
Life	7	8	(13%)	19	17	12%	26	25	4%	20	18	11%
<b>Sub-Total Retail</b>	<b>5,580</b>	<b>5,069</b>	<b>10%</b>	<b>19</b>	<b>17</b>	<b>12%</b>	<b>5,599</b>	<b>5,066</b>	<b>10%</b>	<b>577</b>	<b>524</b>	<b>10%</b>
Guaranteed Investment Contracts	408	458	(11%)	-	-	-	408	458	(11%)	41	46	(11%)
GIC - Medium Term Note	527	437	21%	-	-	-	527	437	21%	53	44	20%
<b>Total US Insurance Operations</b>	<b>6,515</b>	<b>5,964</b>	<b>9%</b>	<b>19</b>	<b>17</b>	<b>12%</b>	<b>6,534</b>	<b>5,981</b>	<b>9%</b>	<b>671</b>	<b>613</b>	<b>9%</b>
<b>Asian Insurance Operations <sup>(1b)</sup></b>												
China <sup>(1b)</sup>	72	27	167%	40	36	11%	112	63	78%	47	39	21%
Hong Kong	501	355	41%	117	103	14%	618	458	35%	167	139	20%
India <sup>(1b)</sup>	26	20	30%	177	105	69%	203	125	62%	180	107	68%
Indonesia	118	31	281%	109	71	54%	227	102	123%	121	74	64%
Japan	122	68	79%	22	7	214%	144	75	92%	34	14	143%
Korea	179	103	74%	241	208	16%	420	311	35%	259	218	19%
Malaysia	41	4	925%	78	72	8%	119	76	57%	62	72	14%
Singapore	593	357	66%	67	72	(7%)	660	429	54%	126	108	17%
Taiwan	132	92	43%	218	139	57%	350	231	52%	231	148	56%
Other <sup>(1b)</sup>	36	15	140%	55	36	53%	91	51	78%	59	38	55%
<b>Total Asian Insurance Operations</b>	<b>1,820</b>	<b>1,072</b>	<b>70%</b>	<b>1,124</b>	<b>849</b>	<b>32%</b>	<b>2,944</b>	<b>1,921</b>	<b>53%</b>	<b>1,306</b>	<b>956</b>	<b>37%</b>
<b>Group Total</b>	<b>14,967</b>	<b>14,027</b>	<b>7%</b>	<b>1,377</b>	<b>1,067</b>	<b>29%</b>	<b>16,344</b>	<b>15,094</b>	<b>8%</b>	<b>2,874</b>	<b>2,470</b>	<b>16%</b>

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2007

## INVESTMENT OPERATIONS

	Opening FUM £m	Gross Inflows £m	Redemptions £m	Net Inflows £m	Other Movements £m	Market & Currency Movements £m	Net Movement In FUM £m	Closing FUM £m
<b>2007</b>								
<b>M&amp;G</b>								
Retail	19,176	9,690	(5,970)	2,720	-	424	3,144	22,320
Institutional <sup>(5)</sup>	25,770	6,055	(3,817)	2,238	(246)	1,139	3,131	28,901
<b>Total M&amp;G</b>	<b>44,946</b>	<b>14,745</b>	<b>(9,787)</b>	<b>4,958</b>	<b>(246)</b>	<b>1,563</b>	<b>6,275</b>	<b>51,221</b>
<b>Asia<sup>(9)</sup></b>								
India	1,290	1,158	(1,046)	112	192	631	935	2,225
Taiwan	969	1,876	(1,529)	347	-	160	507	1,476
Korea	2,952	2,298	(2,544)	(256)	(235)	485	(6)	2,946
Japan	2,816	2,374	(1,198)	1,176	-	321	1,497	4,313
Other Mutual Fund Operations	1,468	2,011	(1,429)	582	54	433	1,069	2,537
<b>Total Asian Equity/Bond/Othe</b>	<b>9,495</b>	<b>9,707</b>	<b>(7,746)</b>	<b>1,961</b>	<b>11</b>	<b>2,030</b>	<b>4,002</b>	<b>13,497</b>
<b>MMF</b>								
India	709	24,175	(23,404)	771	(267)	203	707	1,416
Taiwan	467	2,271	(2,112)	159	-	6	165	632
Korea	609	2,189	(2,312)	(123)	(21)	15	(129)	480
Other Mutual Fund Operations	133	424	(316)	108	-	11	119	252
<b>Total Asian MMF</b>	<b>1,918</b>	<b>29,059</b>	<b>(28,144)</b>	<b>915</b>	<b>(288)</b>	<b>235</b>	<b>862</b>	<b>2,780</b>
<b>Total Asia Retail Mutual Fund:</b>	<b>11,413</b>	<b>38,766</b>	<b>(35,890)</b>	<b>2,876</b>	<b>(277)</b>	<b>2,265</b>	<b>4,864</b>	<b>16,277</b>
Third Party Institutional Mandate:	840	188	(103)	85	-	191	276	1,116
<b>Total Asian Investment Operation:</b>	<b>12,253</b>	<b>38,954</b>	<b>(35,993)</b>	<b>2,961</b>	<b>(277)</b>	<b>2,456</b>	<b>5,140</b>	<b>17,393</b>
<b>US</b>								
Retail	-	60	(4)	56	-	(1)	55	55
<b>Total US</b>	<b>-</b>	<b>60</b>	<b>(4)</b>	<b>56</b>	<b>-</b>	<b>(1)</b>	<b>55</b>	<b>55</b>
<b>Total Investment Products</b>	<b>57,199</b>	<b>53,759</b>	<b>(45,784)</b>	<b>7,975</b>	<b>(523)</b>	<b>4,018</b>	<b>11,470</b>	<b>68,689</b>
<b>2006</b>								
<b>M&amp;G</b>								
Retail	14,627	6,722	(3,619)	3,103	-	1,446	4,549	19,176
Institutional <sup>(5)</sup>	21,588	6,764	(3,766)	2,998	140	1,064	4,202	25,770
<b>Total M&amp;G</b>	<b>36,195</b>	<b>13,486</b>	<b>(7,385)</b>	<b>6,101</b>	<b>140</b>	<b>2,510</b>	<b>8,751</b>	<b>44,946</b>
<b>Asia<sup>(9)</sup></b>								
India	1,005	982	(690)	302	45	(62)	285	1,290
Taiwan	632	1,185	(866)	319	-	18	337	969
Korea	2,269	2,981	(2,065)	916	(297)	64	683	2,952
Japan	2,695	1,393	(1,026)	367	-	(246)	121	2,816
Other Mutual Fund Operations	1,037	1,005	(619)	386	(1)	46	431	1,468
<b>Total Asia Equity/Bond/Othe</b>	<b>7,638</b>	<b>7,546</b>	<b>(5,256)</b>	<b>2,290</b>	<b>(253)</b>	<b>(180)</b>	<b>1,887</b>	<b>9,495</b>
<b>MMF</b>								
India	461	8,961	(8,762)	199	(75)	124	248	709
Taiwan	667	1,378	(1,516)	(138)	-	(62)	(200)	467
Korea	534	2,221	(2,122)	99	(17)	(7)	75	609
Other Mutual Fund Operations	143	182	(179)	3	-	(13)	(10)	133
<b>Total Asian MMF</b>	<b>1,805</b>	<b>12,742</b>	<b>(12,579)</b>	<b>163</b>	<b>(92)</b>	<b>42</b>	<b>113</b>	<b>1,918</b>
<b>Total Asia Retail Mutual Fund:</b>	<b>9,443</b>	<b>20,288</b>	<b>(17,835)</b>	<b>2,453</b>	<b>(345)</b>	<b>(138)</b>	<b>1,970</b>	<b>11,413</b>
Third Party Institutional Mandate:	691	120	(41)	79	-	70	149	840
<b>Total Asian Investment Operation:</b>	<b>10,134</b>	<b>20,408</b>	<b>(17,876)</b>	<b>2,532</b>	<b>(345)</b>	<b>(68)</b>	<b>2,119</b>	<b>12,253</b>
<b>US</b>								
Retail	-	-	-	-	-	-	-	-
<b>Total US</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Investment Products</b>	<b>46,329</b>	<b>33,894</b>	<b>(25,261)</b>	<b>8,633</b>	<b>(205)</b>	<b>2,442</b>	<b>10,870</b>	<b>57,199</b>
<b>2007 Movement Relative to 2006</b>								
<b>M&amp;G</b>								
Retail	31%	29%	(65%)	(12%)	-	(71%)	(31%)	16%
Institutional	19%	(10%)	(1%)	(25%)	(276%)	7%	(25%)	12%
<b>Total M&amp;G</b>	<b>24%</b>	<b>9%</b>	<b>(33%)</b>	<b>(19%)</b>	<b>(276%)</b>	<b>(38%)</b>	<b>(28%)</b>	<b>14%</b>
<b>Asia<sup>(9)</sup></b>								
India	28%	18%	(54%)	(63%)	327%	1,118%	228%	72%
Taiwan	53%	58%	(77%)	9%	-	789%	50%	52%
Korea	30%	(23%)	(23%)	(128%)	21%	658%	(101%)	(0%)
Japan	4%	70%	(17%)	220%	-	230%	1,137%	53%
Other Mutual Fund Operations	42%	100%	(131%)	81%	5,500%	841%	148%	73%
<b>Total Asia Equity/Bond/Othe</b>	<b>24%</b>	<b>29%</b>	<b>(47%)</b>	<b>(14%)</b>	<b>104%</b>	<b>1,228%</b>	<b>116%</b>	<b>42%</b>
<b>MMF</b>								
India	54%	170%	(167%)	287%	(256%)	64%	185%	100%
Taiwan	(30%)	65%	(39%)	215%	-	110%	183%	35%
Korea	14%	(1%)	(9%)	(224%)	(24%)	314%	(272%)	(21%)
Other Mutual Fund Operations	(7%)	133%	(77%)	3,500%	-	185%	1,290%	89%
<b>Total Asian MMF</b>	<b>6%</b>	<b>128%</b>	<b>(124%)</b>	<b>461%</b>	<b>(213%)</b>	<b>460%</b>	<b>663%</b>	<b>45%</b>
<b>Total Asian Retail Mutual Fund:</b>	<b>21%</b>	<b>91%</b>	<b>(101%)</b>	<b>17%</b>	<b>20%</b>	<b>1,741%</b>	<b>147%</b>	<b>43%</b>
Third Party Institutional Mandate:	22%	57%	(151%)	8%	-	173%	85%	33%
<b>Total Asian Investment Operation:</b>	<b>21%</b>	<b>91%</b>	<b>(101%)</b>	<b>17%</b>	<b>20%</b>	<b>3,712%</b>	<b>143%</b>	<b>42%</b>
<b>US</b>								
Retail	-	-	-	-	-	-	-	-
<b>Total US</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Investment Products</b>	<b>23%</b>	<b>59%</b>	<b>(81%)</b>	<b>(8%)</b>	<b>(155%)</b>	<b>65%</b>	<b>6%</b>	<b>20%</b>
<b>US<sup>(7)</sup></b>						<b>2007 Q4</b>	<b>2006 Q4</b>	
<b>Curian Capital</b>						<b>YTD</b>	<b>YTD</b>	<b>+/- (%)</b>
External Funds Under Administration						<b>£m</b>	<b>£m</b>	
						1,743	1,222	43%

## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2007 VERSUS QUARTER 4 2006

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents		
	Q4 2007 £m	Q4 2006 £m	+/- (%)	Q4 2007 £m	Q4 2006 £m	+/- (%)	Q4 2007 £m	Q4 2006 £m	+/- (%)	Q4 2007 £m	Q4 2006 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	369	369	0%	-	-	-	369	369	0%	37	37	0%
Direct and Partnership Annuities	184	279	(34%)	-	-	-	184	279	(34%)	18	28	(36%)
Intermediated Annuities	140	188	(26%)	-	-	-	140	188	(26%)	14	19	(26%)
<b>Total Individual Annuities</b>	<b>693</b>	<b>836</b>	<b>(17%)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>693</b>	<b>836</b>	<b>(17%)</b>	<b>69</b>	<b>84</b>	<b>(18%)</b>
Equity Release	48	34	41%	-	-	-	48	34	41%	5	3	67%
Individual Pensions	11	5	120%	-	-	-	11	5	120%	1	1	0%
Corporate Pensions	162	265	(39%)	26	27	(4%)	188	292	(36%)	42	54	(22%)
Unit Linked Bonds	43	85	(49%)	-	-	-	43	85	(49%)	4	9	(56%)
With-Profit Bonds	114	49	133%	-	-	-	114	49	133%	11	5	120%
Protection	-	9	-	2	-	-	2	9	(78%)	2	1	100%
Offshore Products	129	100	29%	1	-	-	130	100	30%	14	10	40%
<b>Total Retail Retirement</b>	<b>1,200</b>	<b>1,383</b>	<b>(13%)</b>	<b>29</b>	<b>27</b>	<b>7%</b>	<b>1,229</b>	<b>1,410</b>	<b>(13%)</b>	<b>149</b>	<b>165</b>	<b>(10%)</b>
Corporate Pensions	30	73	(59%)	29	19	53%	59	92	(36%)	32	26	23%
Other Products	47	52	(10%)	5	7	(29%)	52	59	(12%)	10	12	(17%)
DWP Rebates	14	-	-	-	-	-	14	-	-	1	-	-
<b>Total Mature Life and Pensions</b>	<b>91</b>	<b>125</b>	<b>(27%)</b>	<b>34</b>	<b>26</b>	<b>31%</b>	<b>125</b>	<b>151</b>	<b>(17%)</b>	<b>43</b>	<b>39</b>	<b>10%</b>
<b>Total Retail</b>	<b>1,291</b>	<b>1,508</b>	<b>(14%)</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>1,354</b>	<b>1,561</b>	<b>(13%)</b>	<b>192</b>	<b>204</b>	<b>(6%)</b>
Wholesale Annuities	1,754	131	1,239%	-	-	-	1,754	131	1,239%	175	13	1,246%
Credit Life	4	197	(98%)	-	-	-	4	197	(98%)	-	20	-
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,836</b>	<b>66%</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>3,112</b>	<b>1,889</b>	<b>65%</b>	<b>368</b>	<b>237</b>	<b>55%</b>
<b>Channel Summary</b>												
Direct and Partnership	648	949	(32%)	58	47	23%	706	996	(29%)	123	142	(13%)
Intermediated	627	559	12%	5	6	(17%)	632	565	12%	68	62	10%
Wholesale	1,760	328	437%	-	-	-	1,760	328	437%	176	33	433%
<b>Sub-Total</b>	<b>3,035</b>	<b>1,836</b>	<b>65%</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>3,098</b>	<b>1,889</b>	<b>64%</b>	<b>367</b>	<b>237</b>	<b>55%</b>
DWP Rebates	14	-	-	-	-	-	14	-	-	1	-	-
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,836</b>	<b>66%</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>3,112</b>	<b>1,889</b>	<b>65%</b>	<b>368</b>	<b>237</b>	<b>55%</b>
<b>US Insurance Operations <sup>(15)(8)</sup></b>												
Fixed Annuities	152	172	(12%)	-	-	-	152	172	(12%)	15	17	(12%)
Fixed Index Annuities	104	117	(11%)	-	-	-	104	117	(11%)	10	12	(17%)
Variable Annuities	1,137	1,010	13%	-	-	-	1,137	1,010	13%	114	101	13%
Life	2	2	0%	6	4	50%	8	6	33%	6	4	50%
<b>Sub-Total Retail</b>	<b>1,395</b>	<b>1,301</b>	<b>7%</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,401</b>	<b>1,305</b>	<b>7%</b>	<b>146</b>	<b>134</b>	<b>9%</b>
Guaranteed Investment Contracts	148	133	11%	-	-	-	148	133	11%	15	13	15%
GIC - Medium Term Note	(4)	(5)	20%	-	-	-	(4)	(5)	20%	-	(1)	-
<b>Total US Insurance Operations</b>	<b>1,539</b>	<b>1,429</b>	<b>8%</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,545</b>	<b>1,433</b>	<b>8%</b>	<b>160</b>	<b>147</b>	<b>9%</b>
<b>Asian Insurance Operations <sup>(15)(8)</sup></b>												
China <sup>(10)</sup>	17	5	240%	7	15	(53%)	24	20	20%	9	16	(44%)
Hong Kong	178	131	36%	35	35	0%	213	166	28%	53	48	10%
India <sup>(8)</sup>	6	6	0%	53	28	89%	59	34	74%	54	29	86%
Indonesia	53	14	279%	38	22	73%	91	36	153%	43	23	87%
Japan	40	27	48%	6	4	50%	46	31	48%	10	7	43%
Korea	60	27	122%	61	53	15%	121	80	51%	67	56	20%
Malaysia	21	1	2,000%	29	24	21%	50	25	100%	31	24	29%
Singapore	168	86	95%	21	25	(16%)	189	111	70%	38	34	12%
Taiwan	33	34	(3%)	36	33	9%	69	67	3%	39	36	8%
Other <sup>(4)</sup>	15	6	150%	22	11	100%	37	17	118%	24	12	100%
<b>Total Asian Insurance Operations</b>	<b>591</b>	<b>337</b>	<b>75%</b>	<b>308</b>	<b>250</b>	<b>23%</b>	<b>899</b>	<b>567</b>	<b>53%</b>	<b>367</b>	<b>284</b>	<b>29%</b>
<b>Group Total</b>	<b>5,179</b>	<b>3,602</b>	<b>44%</b>	<b>377</b>	<b>307</b>	<b>23%</b>	<b>5,556</b>	<b>3,909</b>	<b>42%</b>	<b>895</b>	<b>667</b>	<b>34%</b>

## INVESTMENT OPERATIONS

		Opening	Gross Inflows	Redemptions	Net Inflows	Other	Market & Currency	Net	Closing
		FUM							
		£m	£m	£m	£m	£m	£m	£m	£m
<b>M&amp;G <sup>(8)</sup></b>	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	72	1,314	51,221
	Q4 2006	42,258	3,505	(2,513)	992	(7)	1,703	2,688	44,946
	+/- (%)	18%	12%	(2%)	38%	(1,657%)	(96%)	(51%)	14%
<b>Asia Retail Mutual Funds</b>	Q4 2007	15,120	10,842	(10,346)	496	(125)	786	1,157	16,277
	Q4 2006	10,396	5,674	(4,737)	937	(35)	1,115	1,017	11,413
	+/- (%)	45%	91%	(116%)	(47%)	(257%)	583%	14%	43%
<b>Asia Third Party</b>	Q4 2007	950	167	(76)	91	-	45	136	1,116
	Q4 2006	758	40	(4)	36	-	46	82	840
	+/- (%)	29%	318%	(1,800%)	153%	-	(2%)	66%	33%
<b>US Retail Mutual Funds</b>	Q4 2007	32	27	(2)	25	-	(2)	23	55
	Q4 2006	-	-	-	-	-	-	-	-
	+/- (%)	-	-	-	-	-	-	-	-
<b>Total Investment Products</b>	Q4 2007	66,039	14,969	(12,992)	1,977	(248)	901	2,630	68,669
	Q4 2006	53,412	9,219	(7,254)	1,965	(42)	1,864	3,787	57,199
	+/- (%)	24%	62%	(79%)	1%	(490%)	(52%)	(31%)	20%

## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2007 VERSUS QUARTER 3 2007

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents <sup>(3)</sup>		
	Q4 2007 £m	Q 3 2007 £m	+/-(-%)	Q4 2007 £m	Q 3 2007 £m	+/-(-%)	Q4 2007 £m	Q 3 2007 £m	+/-(-%)	Q4 2007 £m	Q 3 2007 £m	+/-(-%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	369	343	8%	-	-	-	369	343	8%	37	34	9%
Direct and Partnership Annuities	184	227	(19%)	-	-	-	184	227	(19%)	18	23	(22%)
Intermediated Annuities	140	167	(16%)	-	-	-	140	167	(16%)	14	17	(18%)
<b>Total Individual Annuities</b>	<b>693</b>	<b>737</b>	<b>(6%)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>693</b>	<b>737</b>	<b>(6%)</b>	<b>69</b>	<b>74</b>	<b>(7%)</b>
Equity Release	48	41	17%	-	-	-	48	41	17%	5	4	25%
Individual Pensions	11	9	22%	-	1	-	11	10	10%	1	2	(50%)
Corporate Pensions	162	14	1,057%	26	16	63%	188	30	527%	42	17	147%
Unit Linked Bonds	43	62	(31%)	-	-	-	43	62	(31%)	4	6	(33%)
With-Profit Bonds	114	69	65%	-	-	-	114	69	65%	11	7	57%
Protection	-	-	-	2	1	100%	2	1	100%	2	1	100%
Offshore Products	129	100	29%	1	1	0%	130	101	29%	14	11	27%
<b>Total Retail Retirement</b>	<b>1,200</b>	<b>1,032</b>	<b>16%</b>	<b>29</b>	<b>19</b>	<b>53%</b>	<b>1,229</b>	<b>1,051</b>	<b>17%</b>	<b>149</b>	<b>122</b>	<b>22%</b>
Corporate Pensions	30	58	(48%)	29	26	12%	59	84	(30%)	32	32	0%
Other Products	47	43	9%	5	7	(29%)	52	50	4%	10	11	(9%)
DWP Rebates	14	-	-	-	-	-	14	-	-	1	-	-
<b>Total Mature Life and Pensions</b>	<b>91</b>	<b>101</b>	<b>(10%)</b>	<b>34</b>	<b>33</b>	<b>3%</b>	<b>125</b>	<b>134</b>	<b>(7%)</b>	<b>43</b>	<b>43</b>	<b>0%</b>
<b>Total Retail</b>	<b>1,291</b>	<b>1,133</b>	<b>14%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>1,354</b>	<b>1,185</b>	<b>14%</b>	<b>192</b>	<b>165</b>	<b>16%</b>
Wholesale Annuities	1,754	7	24,957%	-	-	-	1,754	7	24,957%	175	1	17,400%
Credit Life	4	2	100%	-	-	-	4	2	100%	-	-	-
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,142</b>	<b>167%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>3,112</b>	<b>1,194</b>	<b>161%</b>	<b>368</b>	<b>166</b>	<b>122%</b>
<b>Channel Summary</b>												
Direct and Partnership	648	586	11%	58	45	29%	706	631	12%	123	104	18%
Intermediated	627	549	14%	5	7	(29%)	632	556	14%	68	62	10%
Wholesale	1,760	7	25,043%	-	-	-	1,760	7	25,043%	176	1	17,500%
<b>Sub-Total</b>	<b>3,035</b>	<b>1,142</b>	<b>166%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>3,098</b>	<b>1,194</b>	<b>159%</b>	<b>367</b>	<b>166</b>	<b>121%</b>
DWP Rebates	14	-	-	-	-	-	14	-	-	1	-	-
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,142</b>	<b>167%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>3,112</b>	<b>1,194</b>	<b>161%</b>	<b>368</b>	<b>166</b>	<b>122%</b>
<b>US Insurance Operations <sup>(1)(2)(3)</sup></b>												
Fixed Annuities	152	130	17%	-	-	-	152	130	17%	15	13	15%
Fixed Index Annuities	104	122	(15%)	-	-	-	104	122	(15%)	10	12	(17%)
Variable Annuities	1,137	1,174	(3%)	-	-	-	1,137	1,174	(3%)	114	117	(3%)
Life	2	2	0%	6	4	50%	8	6	33%	6	4	50%
<b>Sub-Total Retail</b>	<b>1,395</b>	<b>1,428</b>	<b>(2%)</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,401</b>	<b>1,432</b>	<b>(2%)</b>	<b>146</b>	<b>147</b>	<b>(1%)</b>
Guaranteed Investment Contracts	148	127	17%	-	-	-	148	127	17%	15	13	15%
GIC - Medium Term Note	(4)	(4)	0%	-	-	-	(4)	(4)	0%	-	-	-
<b>Total US Insurance Operations</b>	<b>1,539</b>	<b>1,551</b>	<b>(1%)</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,645</b>	<b>1,555</b>	<b>(1%)</b>	<b>160</b>	<b>159</b>	<b>1%</b>
<b>Asian Insurance Operations <sup>(1)(2)(3)</sup></b>												
China <sup>(1)(2)</sup>	17	36	(53%)	7	13	(46%)	24	49	(51%)	9	17	(47%)
Hong Kong	178	124	44%	35	28	25%	213	152	40%	53	40	33%
India <sup>(3)</sup>	6	4	50%	53	43	23%	59	47	26%	54	43	26%
Indonesia	53	30	77%	38	28	36%	91	58	57%	43	31	39%
Japan	40	30	33%	6	5	20%	46	35	31%	10	8	25%
Korea	60	47	28%	61	67	(9%)	121	114	6%	67	72	(7%)
Malaysia	21	11	91%	29	17	71%	50	28	79%	31	18	72%
Singapore	168	119	41%	21	16	31%	189	135	40%	38	28	36%
Taiwan	33	36	(8%)	36	46	(22%)	69	82	(16%)	39	50	(22%)
Other <sup>(4)</sup>	15	8	88%	22	12	83%	37	20	85%	24	13	85%
<b>Total Asian Insurance Operations</b>	<b>591</b>	<b>445</b>	<b>33%</b>	<b>308</b>	<b>275</b>	<b>12%</b>	<b>899</b>	<b>720</b>	<b>25%</b>	<b>367</b>	<b>320</b>	<b>15%</b>
<b>Group Total</b>	<b>5,179</b>	<b>3,138</b>	<b>65%</b>	<b>377</b>	<b>331</b>	<b>14%</b>	<b>5,556</b>	<b>3,469</b>	<b>60%</b>	<b>895</b>	<b>645</b>	<b>39%</b>

## INVESTMENT OPERATIONS

		Opening	Gross Inflows	Redemptions	Net Inflows	Other	Market & Currency	Net	Closing
		FUM							
		£m	£m	£m	£m	£m	£m	£m	£m
<b>M&amp;G <sup>(1)</sup></b>	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	72	1,314	51,221
	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,142	1,283	49,907
	+/-(-%)	3%	19%	16%	504%	(45%)	(94%)	2%	3%
<b>Asia Retail Mutual Funds</b>	Q4 2007	15,120	10,842	(10,346)	496	(125)	786	1,157	16,277
	Q3 2007	13,677	10,463	(9,757)	706	(21)	758	1,443	15,120
	+/-(-%)	11%	4%	(6%)	(30%)	(495%)	4%	(20%)	8%
<b>Asia Third Party</b>	Q4 2007	980	167	(76)	91	-	45	136	1,116
	Q3 2007	903	11	(5)	6	-	71	77	980
	+/-(-%)	9%	1,418%	(1,420%)	1,417%	-	(37%)	77%	14%
<b>US Retail Mutual Funds</b>	Q4 2007	32	27	(2)	25	-	(2)	23	55
	Q3 2007	18	14	(1)	13	-	1	14	32
	+/-(-%)	78%	93%	(100%)	92%	-	(300%)	64%	72%
<b>Total Investment Products</b>	Q4 2007	66,039	14,969	(12,992)	1,977	(248)	901	2,630	68,669
	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,972	2,817	66,039
	+/-(-%)	4%	9%	(1%)	108%	(134%)	(54%)	(7%)	4%

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2007

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1a)</sup>			Asia <sup>(1a)</sup>			Total		
	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)
<b>Total Insurance Products</b>	6,866	7,192	(5%)	6,534	5,507	19%	2,944	1,816	62%	16,344	14,515	13%
<b>Total Investment Products Gross Inflows <sup>(2)</sup></b>	14,745	13,486	9%	60	-	-	38,954	19,816	97%	53,759	33,302	61%
	21,611	20,678	5%	6,594	5,507	20%	41,898	21,632	94%	70,103	47,817	47%

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)	FY 2007 £m	FY 2006 £m	+/(-%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,399	1,341	4%	-	-	-	1,399	1,341	4%	1,399	1,341	4%
Direct and Partnership Annuities	842	780	8%	-	-	-	842	780	8%	842	780	8%
Intermediated Annuities	589	592	(1%)	-	-	-	589	592	(1%)	589	592	(1%)
<b>Total Individual Annuities</b>	2,830	2,713	4%	-	-	-	2,830	2,713	4%	2,830	2,713	4%
Equity Release	156	89	75%	-	-	-	156	89	75%	156	89	75%
Individual Pensions	38	21	81%	1	-	-	39	21	86%	42	21	100%
Corporate Pensions	283	318	(11%)	84	66	27%	367	384	(4%)	737	490	50%
Unit Linked Bonds	243	388	(37%)	-	-	-	243	388	(37%)	243	388	(37%)
With-Profit Bonds	297	139	114%	-	-	-	297	139	114%	297	139	114%
Protection	-	11	-	5	9	(44%)	5	20	(75%)	26	63	(59%)
Offshore Products	434	540	(20%)	4	-	-	438	540	(19%)	455	540	(16%)
<b>Total Retail Retirement</b>	4,281	4,219	1%	94	75	25%	4,375	4,294	2%	4,786	4,443	8%
Corporate Pensions	198	261	(24%)	115	100	15%	313	361	(13%)	604	643	(6%)
Other Products	190	232	(18%)	25	26	(4%)	215	258	(17%)	276	347	(20%)
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	143	161	(11%)
<b>Total Mature Life and Pensions</b>	531	654	(19%)	140	126	11%	671	780	(14%)	1,023	1,151	(11%)
<b>Total Retail</b>	4,812	4,873	(1%)	234	201	16%	5,046	5,074	(1%)	5,809	5,594	4%
Wholesale Annuities	1,799	1,431	26%	-	-	-	1,799	1,431	26%	1,799	1,431	26%
Credit Life	21	687	(97%)	-	-	-	21	687	(97%)	21	687	(97%)
<b>Total UK Insurance Operations</b>	6,632	6,991	(5%)	234	201	16%	6,866	7,192	(5%)	7,629	7,712	(1%)
<b>Channel Summary</b>												
Direct and Partnership	2,385	2,543	(6%)	209	174	20%	2,594	2,717	(5%)	3,287	3,133	5%
Intermediated	2,284	2,169	5%	25	27	(7%)	2,309	2,196	5%	2,378	2,300	3%
Wholesale	1,820	2,118	(14%)	-	-	-	1,820	2,118	(14%)	1,820	2,118	(14%)
<b>Sub-Total</b>	6,489	6,830	(5%)	234	201	16%	6,723	7,031	(4%)	7,485	7,551	(1%)
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	143	161	(11%)
<b>Total UK Insurance Operations</b>	6,632	6,991	(5%)	234	201	16%	6,866	7,192	(5%)	7,629	7,712	(1%)
<b>US Insurance Operations <sup>(1a)</sup></b>												
Fixed Annuities	573	633	(9%)	-	-	-	573	633	(9%)	573	633	(9%)
Fixed Index Annuities	446	510	(13%)	-	-	-	446	510	(13%)	446	510	(13%)
Variable Annuities	4,554	3,517	29%	-	-	-	4,554	3,517	29%	4,554	3,517	29%
Life	7	7	0%	19	18	19%	26	23	13%	158	135	17%
<b>Sub-Total Retail</b>	5,580	4,667	20%	19	16	19%	5,599	4,683	20%	5,731	4,795	20%
Guaranteed Investment Contracts	408	422	(3%)	-	-	-	408	422	(3%)	408	422	(3%)
GIC - Medium Term Note	527	402	31%	-	-	-	527	402	31%	527	402	31%
<b>Total US Insurance Operations</b>	6,515	5,491	19%	19	16	19%	6,534	5,507	19%	6,666	5,819	19%
<b>Asian Insurance Operations <sup>(1a)</sup></b>												
China <sup>(1b)</sup>	72	26	177%	40	35	14%	112	61	84%	268	191	40%
Hong Kong	501	325	54%	117	95	23%	618	420	47%	1,196	856	40%
India <sup>(b)</sup>	26	20	30%	177	106	67%	203	126	61%	728	415	75%
Indonesia	118	28	321%	109	66	65%	227	94	141%	494	249	96%
Japan	122	62	97%	22	6	267%	144	68	112%	214	88	143%
Korea	179	97	85%	241	197	22%	420	294	43%	1,267	1,069	19%
Malaysia	41	4	925%	78	71	10%	119	75	59%	472	410	15%
Singapore	593	347	71%	67	70	(4%)	660	417	58%	1,047	779	34%
Taiwan	132	84	57%	218	127	72%	350	211	66%	1,121	678	65%
Other <sup>(1c)</sup>	36	15	140%	55	35	57%	91	50	82%	200	128	59%
<b>Total Asian Insurance Operations</b>	1,820	1,008	81%	1,124	808	39%	2,944	1,816	62%	7,007	4,861	44%
<b>Group Total</b>	14,967	13,490	11%	1,377	1,025	34%	16,344	14,515	13%	21,302	18,192	17%

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2007

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1b)</sup>			Asia <sup>(1b)</sup>			Total		
	FY 2007 £m	FY 2006 £m	+/- (%)	FY 2007 £m	FY 2006 £m	+/- (%)	FY 2007 £m	FY 2006 £m	+/- (%)	FY 2007 £m	FY 2006 £m	+/- (%)
Total Insurance Products	6,866	7,192	(5%)	6,534	5,981	9%	2,944	1,921	53%	16,344	15,094	8%
Total Investment Products Gross Inflows <sup>(2)</sup>	14,745	13,486	9%	60	-	-	38,954	20,408	91%	53,759	33,894	59%
	21,611	20,678	5%	6,594	5,981	10%	41,898	22,329	86%	70,103	48,988	43%

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	FY 2007 £m	FY 2006 £m	+/- (%)	FY 2007 £m	FY 2006 £m	+/- (%)	FY 2007 £m	FY 2006 £m	+/- (%)	FY 2007 £m	FY 2006 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,399	1,341	4%	-	-	-	1,399	1,341	4%	1,399	1,341	4%
Direct and Partnership Annuities	842	780	8%	-	-	-	842	780	8%	842	780	8%
Intermediated Annuities	589	592	(1%)	-	-	-	589	592	(1%)	589	592	(1%)
<b>Total Individual Annuities</b>	<b>2,830</b>	<b>2,713</b>	<b>4%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,830</b>	<b>2,713</b>	<b>4%</b>	<b>2,830</b>	<b>2,713</b>	<b>4%</b>
Equity Release	156	89	75%	-	-	-	156	89	75%	156	89	75%
Individual Pensions	38	21	81%	1	-	-	39	21	86%	42	21	100%
Corporate Pensions	283	318	(11%)	84	66	27%	367	384	(4%)	737	490	50%
Unit Linked Bonds	243	388	(37%)	-	-	-	243	388	(37%)	243	388	(37%)
With-Profit Bonds	297	139	114%	-	-	-	297	139	114%	297	139	114%
Protection	-	11	-	5	9	(44%)	5	20	(75%)	26	63	(59%)
Offshore Products	434	540	(20%)	4	-	-	438	540	(19%)	455	540	(16%)
<b>Total Retail Retirement</b>	<b>4,281</b>	<b>4,219</b>	<b>1%</b>	<b>94</b>	<b>75</b>	<b>25%</b>	<b>4,375</b>	<b>4,294</b>	<b>2%</b>	<b>4,786</b>	<b>4,443</b>	<b>8%</b>
Corporate Pensions	198	261	(24%)	115	100	15%	313	361	(13%)	604	643	(6%)
Other Products	190	232	(18%)	25	26	(4%)	215	258	(17%)	276	347	(20%)
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	143	161	(11%)
<b>Total Mature Life and Pensions</b>	<b>531</b>	<b>654</b>	<b>(19%)</b>	<b>140</b>	<b>126</b>	<b>11%</b>	<b>671</b>	<b>780</b>	<b>(14%)</b>	<b>1,023</b>	<b>1,151</b>	<b>(11%)</b>
<b>Total Retail</b>	<b>4,812</b>	<b>4,873</b>	<b>(1%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>5,046</b>	<b>5,074</b>	<b>(1%)</b>	<b>5,809</b>	<b>5,594</b>	<b>4%</b>
Wholesale Annuities	1,799	1,431	26%	-	-	-	1,799	1,431	26%	1,799	1,431	26%
Credit Life	21	687	(97%)	-	-	-	21	687	(97%)	21	687	(97%)
<b>Total UK Insurance Operations</b>	<b>6,632</b>	<b>6,991</b>	<b>(5%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>6,866</b>	<b>7,192</b>	<b>(5%)</b>	<b>7,629</b>	<b>7,712</b>	<b>(1%)</b>
<b>Channel Summary</b>												
Direct and Partnership	2,385	2,543	(6%)	209	174	20%	2,594	2,717	(5%)	3,287	3,133	5%
Intermediated	2,284	2,169	5%	25	27	(7%)	2,309	2,196	5%	2,378	2,300	3%
Wholesale	1,820	2,118	(14%)	-	-	-	1,820	2,118	(14%)	1,820	2,118	(14%)
<b>Sub-Total</b>	<b>6,489</b>	<b>6,830</b>	<b>(5%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>6,723</b>	<b>7,031</b>	<b>(4%)</b>	<b>7,485</b>	<b>7,551</b>	<b>(1%)</b>
DWP Rebates	143	161	(11%)	-	-	-	143	161	(11%)	143	161	(11%)
<b>Total UK Insurance Operations</b>	<b>6,632</b>	<b>6,991</b>	<b>(5%)</b>	<b>234</b>	<b>201</b>	<b>16%</b>	<b>6,866</b>	<b>7,192</b>	<b>(5%)</b>	<b>7,629</b>	<b>7,712</b>	<b>(1%)</b>
<b>US Insurance Operations <sup>(1b)</sup></b>												
Fixed Annuities	573	688	(17%)	-	-	-	573	688	(17%)	573	688	(17%)
Fixed Index Annuities	446	554	(19%)	-	-	-	446	554	(19%)	446	554	(19%)
Variable Annuities	4,554	3,819	19%	-	-	-	4,554	3,819	19%	4,554	3,819	19%
Life	7	8	(13%)	19	17	12%	26	25	4%	158	147	7%
<b>Sub-Total Retail</b>	<b>5,580</b>	<b>5,069</b>	<b>10%</b>	<b>19</b>	<b>17</b>	<b>12%</b>	<b>5,599</b>	<b>5,086</b>	<b>10%</b>	<b>5,731</b>	<b>5,208</b>	<b>10%</b>
Guaranteed Investment Contracts	408	458	(11%)	-	-	-	408	458	(11%)	408	458	(11%)
GIC - Medium Term Note	527	437	21%	-	-	-	527	437	21%	527	437	21%
<b>Total US Insurance Operations</b>	<b>6,515</b>	<b>5,964</b>	<b>9%</b>	<b>19</b>	<b>17</b>	<b>12%</b>	<b>6,534</b>	<b>5,981</b>	<b>9%</b>	<b>6,666</b>	<b>6,103</b>	<b>9%</b>
<b>Asian Insurance Operations <sup>(1b)</sup></b>												
China <sup>(10)</sup>	72	27	167%	40	36	11%	112	63	78%	268	198	35%
Hong Kong	501	365	41%	117	103	14%	618	458	35%	1,196	933	28%
India <sup>(9)</sup>	26	20	30%	177	105	69%	203	125	62%	728	411	77%
Indonesia	118	31	281%	109	71	54%	227	102	123%	494	269	84%
Japan	122	68	79%	22	7	214%	144	75	92%	214	97	121%
Korea	179	103	74%	241	208	16%	420	311	35%	1,267	1,130	12%
Malaysia	41	4	925%	78	72	8%	119	76	57%	472	418	13%
Singapore	593	357	66%	67	72	(7%)	660	429	54%	1,047	803	30%
Taiwan	132	92	43%	218	139	57%	350	231	52%	1,121	743	51%
Other <sup>(4)</sup>	36	15	140%	55	36	53%	91	51	78%	200	130	54%
<b>Total Asian Insurance Operations</b>	<b>1,820</b>	<b>1,072</b>	<b>70%</b>	<b>1,124</b>	<b>849</b>	<b>32%</b>	<b>2,944</b>	<b>1,921</b>	<b>53%</b>	<b>7,007</b>	<b>5,132</b>	<b>37%</b>
<b>Group Total</b>	<b>14,967</b>	<b>14,027</b>	<b>7%</b>	<b>1,377</b>	<b>1,067</b>	<b>29%</b>	<b>16,344</b>	<b>15,094</b>	<b>8%</b>	<b>21,302</b>	<b>18,947</b>	<b>12%</b>

## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2007 VERSUS QUARTER 4 2006

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	Q4 2007 £m	Q4 2006 £m	+/- (%)	Q4 2007 £m	Q4 2006 £m	+/- (%)	Q4 2007 £m	Q4 2006 £m	+/- (%)	Q4 2007 £m	Q4 2006 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	369	369	0%	-	-	-	369	369	0%	369	369	0%
Direct and Partnership Annuities	184	279	(34%)	-	-	-	184	279	(34%)	184	279	(34%)
Intermediated Annuities	140	188	(26%)	-	-	-	140	188	(26%)	140	188	(26%)
<b>Total Individual Annuities</b>	<b>693</b>	<b>836</b>	<b>(17%)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>693</b>	<b>836</b>	<b>(17%)</b>	<b>693</b>	<b>836</b>	<b>(17%)</b>
Equity Release	48	34	41%	-	-	-	48	34	41%	48	34	41%
Individual Pensions	11	5	120%	-	-	-	11	5	120%	13	5	160%
Corporate Pensions	162	265	(39%)	26	27	(4%)	188	292	(36%)	354	314	13%
Unit Linked Bonds	43	85	(49%)	-	-	-	43	85	(49%)	43	85	(49%)
With-Profit Bonds	114	49	133%	-	-	-	114	49	133%	114	49	133%
Protection	-	9	-	2	-	-	2	9	(78%)	6	24	(75%)
Offshore Products	129	100	29%	1	-	-	130	100	30%	135	100	35%
<b>Total Retail Retirement</b>	<b>1,200</b>	<b>1,383</b>	<b>(13%)</b>	<b>29</b>	<b>27</b>	<b>7%</b>	<b>1,229</b>	<b>1,410</b>	<b>(13%)</b>	<b>1,406</b>	<b>1,447</b>	<b>(3%)</b>
Corporate Pensions	30	73	(59%)	29	19	53%	59	92	(36%)	135	113	19%
Other Products	47	52	(10%)	5	7	(29%)	52	59	(12%)	70	80	(13%)
DWP Rebates	14	-	-	-	-	-	14	-	-	14	-	-
<b>Total Mature Life and Pensions</b>	<b>91</b>	<b>125</b>	<b>(27%)</b>	<b>34</b>	<b>26</b>	<b>31%</b>	<b>125</b>	<b>151</b>	<b>(17%)</b>	<b>219</b>	<b>193</b>	<b>13%</b>
<b>Total Retail</b>	<b>1,291</b>	<b>1,508</b>	<b>(14%)</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>1,354</b>	<b>1,561</b>	<b>(13%)</b>	<b>1,625</b>	<b>1,640</b>	<b>(1%)</b>
Wholesale Annuities	1,754	131	1,239%	-	-	-	1,754	131	1,239%	1,754	131	1,239%
Credit Life	4	197	(98%)	-	-	-	4	197	(98%)	4	197	(98%)
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,836</b>	<b>66%</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>3,112</b>	<b>1,889</b>	<b>65%</b>	<b>3,383</b>	<b>1,968</b>	<b>72%</b>
<b>Channel Summary</b>												
Direct and Partnership	648	949	(32%)	58	47	23%	706	996	(29%)	957	1,045	(8%)
Intermediated	627	559	12%	5	6	(17%)	632	565	12%	651	595	9%
Wholesale	1,760	328	437%	-	-	-	1,760	328	437%	1,760	328	437%
<b>Sub-Total</b>	<b>3,035</b>	<b>1,836</b>	<b>65%</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>3,098</b>	<b>1,889</b>	<b>64%</b>	<b>3,368</b>	<b>1,968</b>	<b>71%</b>
DWP Rebates	14	-	-	-	-	-	14	-	-	14	-	-
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,836</b>	<b>66%</b>	<b>63</b>	<b>53</b>	<b>19%</b>	<b>3,112</b>	<b>1,889</b>	<b>65%</b>	<b>3,383</b>	<b>1,968</b>	<b>72%</b>
<b>US Insurance Operations <sup>(15)(8)</sup></b>												
Fixed Annuities	152	172	(12%)	-	-	-	152	172	(12%)	152	172	(12%)
Fixed Index Annuities	104	117	(11%)	-	-	-	104	117	(11%)	104	117	(11%)
Variable Annuities	1,137	1,010	13%	-	-	-	1,137	1,010	13%	1,137	1,010	13%
Life	2	2	0%	6	4	50%	8	6	33%	54	43	26%
<b>Sub-Total Retail</b>	<b>1,395</b>	<b>1,301</b>	<b>7%</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,401</b>	<b>1,305</b>	<b>7%</b>	<b>1,447</b>	<b>1,342</b>	<b>8%</b>
Guaranteed Investment Contracts	148	133	11%	-	-	-	148	133	11%	148	133	11%
GIC - Medium Term Note	(4)	(5)	20%	-	-	-	(4)	(5)	20%	(4)	(5)	20%
<b>Total US Insurance Operations</b>	<b>1,539</b>	<b>1,429</b>	<b>8%</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,545</b>	<b>1,433</b>	<b>8%</b>	<b>1,591</b>	<b>1,470</b>	<b>8%</b>
<b>Asian Insurance Operations <sup>(15)(8)</sup></b>												
China <sup>(10)</sup>	17	5	240%	7	15	(53%)	24	20	20%	65	60	8%
Hong Kong	178	131	36%	35	35	0%	213	166	28%	424	324	31%
India <sup>(6)</sup>	6	6	0%	53	28	89%	59	34	74%	219	148	48%
Indonesia	53	14	279%	38	22	73%	91	36	153%	192	86	123%
Japan	40	27	48%	6	4	50%	46	31	48%	66	42	57%
Korea	60	27	122%	61	53	15%	121	80	51%	284	400	(29%)
Malaysia	21	1	2,000%	29	24	21%	50	25	100%	186	136	37%
Singapore	168	86	95%	21	25	(16%)	189	111	70%	326	237	38%
Taiwan	33	34	(3%)	36	33	9%	69	67	3%	151	143	6%
Other <sup>(4)</sup>	15	6	150%	22	11	100%	37	17	118%	78	31	152%
<b>Total Asian Insurance Operations</b>	<b>591</b>	<b>337</b>	<b>75%</b>	<b>308</b>	<b>250</b>	<b>23%</b>	<b>899</b>	<b>587</b>	<b>53%</b>	<b>1,991</b>	<b>1,607</b>	<b>24%</b>
<b>Group Total</b>	<b>5,179</b>	<b>3,602</b>	<b>44%</b>	<b>377</b>	<b>307</b>	<b>23%</b>	<b>5,556</b>	<b>3,909</b>	<b>42%</b>	<b>6,965</b>	<b>5,045</b>	<b>38%</b>

## INVESTMENT OPERATIONS

		Opening	Gross Inflows	Redemptions	Net Inflows	Other	Market & Currency	Net	Closing
		FUM							
		£m	£m	£m	£m	£m	£m	£m	£m
<b>M&amp;G <sup>(9)</sup></b>	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	72	1,314	51,221
	Q4 2006	42,258	3,505	(2,513)	992	(7)	1,703	2,688	44,946
	+/- (%)	18%	12%	(2%)	38%	(1,657%)	(96%)	(51%)	14%
<b>Asia Retail Mutual Funds</b>	Q4 2007	15,120	10,842	(10,346)	496	(125)	786	1,157	16,277
	Q4 2006	10,396	5,674	(4,737)	937	(35)	1,115	1,017	11,413
	+/- (%)	45%	91%	(116%)	(47%)	(257%)	583%	14%	43%
<b>Asia Third Party</b>	Q4 2007	950	167	(76)	91	-	45	136	1,116
	Q4 2006	758	40	(4)	36	-	46	82	840
	+/- (%)	29%	318%	(1,800%)	153%	-	(2%)	66%	33%
<b>US Retail Mutual Funds</b>	Q4 2007	32	27	(2)	25	-	(2)	23	55
	Q4 2006	-	-	-	-	-	-	-	-
	+/- (%)	-	-	-	-	-	-	-	-
<b>Total Investment Products</b>	Q4 2007	66,039	14,969	(12,992)	1,977	(248)	901	2,630	68,669
	Q4 2006	53,412	9,219	(7,254)	1,965	(42)	1,864	3,787	57,199
	+/- (%)	24%	62%	(79%)	1%	(490%)	(52%)	(31%)	20%



## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2007 VERSUS QUARTER 3 2007

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	Q4 2007 £m	Q 3 2007 £m	+/-(% )	Q4 2007 £m	Q 3 2007 £m	+/-(% )	Q4 2007 £m	Q 3 2007 £m	+/-(% )	Q4 2007 £m	Q 3 2007 £m	+/-(% )
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	369	343	8%	-	-	-	369	343	8%	369	343	8%
Direct and Partnership Annuities	184	227	(19%)	-	-	-	184	227	(19%)	184	227	(19%)
Intermediated Annuities	140	167	(16%)	-	-	-	140	167	(16%)	140	167	(16%)
<b>Total Individual Annuities</b>	<b>693</b>	<b>737</b>	<b>(6%)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>693</b>	<b>737</b>	<b>(6%)</b>	<b>693</b>	<b>737</b>	<b>(6%)</b>
Equity Release	48	41	17%	-	-	-	48	41	17%	48	41	17%
Individual Pensions	11	9	22%	-	1	-	11	10	10%	13	9	44%
Corporate Pensions	162	14	1,057%	26	16	63%	188	30	527%	354	87	307%
Unit Linked Bonds	43	62	(31%)	-	-	-	43	62	(31%)	43	62	(31%)
With-Profit Bonds	114	69	65%	-	-	-	114	69	65%	114	69	65%
Protection	-	-	-	2	1	100%	2	1	100%	6	6	0%
Offshore Products	129	100	29%	1	1	0%	130	101	29%	135	105	29%
<b>Total Retail Retirement</b>	<b>1,200</b>	<b>1,032</b>	<b>16%</b>	<b>29</b>	<b>19</b>	<b>53%</b>	<b>1,229</b>	<b>1,051</b>	<b>17%</b>	<b>1,406</b>	<b>1,116</b>	<b>26%</b>
Corporate Pensions	30	58	(48%)	29	26	12%	59	84	(30%)	135	155	(13%)
Other Products	47	43	9%	5	7	(29%)	52	50	4%	70	61	15%
DWP Rebates	14	-	-	-	-	-	14	-	-	14	-	-
<b>Total Mature Life and Pensions</b>	<b>91</b>	<b>101</b>	<b>(10%)</b>	<b>34</b>	<b>33</b>	<b>3%</b>	<b>125</b>	<b>134</b>	<b>(7%)</b>	<b>219</b>	<b>216</b>	<b>1%</b>
<b>Total Retail</b>	<b>1,291</b>	<b>1,133</b>	<b>14%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>1,354</b>	<b>1,185</b>	<b>14%</b>	<b>1,625</b>	<b>1,332</b>	<b>22%</b>
Wholesale Annuities	1,754	7	24,957%	-	-	-	1,754	7	24,957%	1,754	7	24,957%
Credit Life	4	2	100%	-	-	-	4	2	100%	4	2	100%
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,142</b>	<b>167%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>3,112</b>	<b>1,194</b>	<b>161%</b>	<b>3,383</b>	<b>1,341</b>	<b>152%</b>
<b>Channel Summary</b>												
Direct and Partnership	648	586	11%	58	45	29%	706	631	12%	957	763	25%
Intermediated	627	549	14%	5	7	(29%)	632	556	14%	651	571	14%
Wholesale	1,760	7	25,043%	-	-	-	1,760	7	25,043%	1,760	7	25,043%
<b>Sub-Total</b>	<b>3,035</b>	<b>1,142</b>	<b>166%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>3,098</b>	<b>1,194</b>	<b>159%</b>	<b>3,368</b>	<b>1,341</b>	<b>151%</b>
DWP Rebates	14	-	-	-	-	-	14	-	-	14	-	-
<b>Total UK Insurance Operations</b>	<b>3,049</b>	<b>1,142</b>	<b>167%</b>	<b>63</b>	<b>52</b>	<b>21%</b>	<b>3,112</b>	<b>1,194</b>	<b>161%</b>	<b>3,383</b>	<b>1,341</b>	<b>152%</b>
<b>US Insurance Operations <sup>(1)(2)(3)</sup></b>												
Fixed Annuities	152	130	17%	-	-	-	152	130	17%	152	130	17%
Fixed Index Annuities	104	122	(15%)	-	-	-	104	122	(15%)	104	122	(15%)
Variable Annuities	1,137	1,174	(3%)	-	-	-	1,137	1,174	(3%)	1,137	1,174	(3%)
Life	2	2	0%	6	4	50%	8	6	33%	54	36	50%
<b>Sub-Total Retail</b>	<b>1,395</b>	<b>1,428</b>	<b>(2%)</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,401</b>	<b>1,432</b>	<b>(2%)</b>	<b>1,447</b>	<b>1,462</b>	<b>(1%)</b>
Guaranteed Investment Contracts	148	127	17%	-	-	-	148	127	17%	148	127	17%
GIC - Medium Term Note	(4)	(4)	0%	-	-	-	(4)	(4)	0%	(4)	(4)	0%
<b>Total US Insurance Operations</b>	<b>1,539</b>	<b>1,551</b>	<b>(1%)</b>	<b>6</b>	<b>4</b>	<b>50%</b>	<b>1,545</b>	<b>1,555</b>	<b>(1%)</b>	<b>1,591</b>	<b>1,585</b>	<b>0%</b>
<b>Asian Insurance Operations <sup>(1)(2)(3)</sup></b>												
China <sup>(1)(2)</sup>	17	36	(53%)	7	13	(46%)	24	49	(51%)	65	91	(29%)
Hong Kong	178	124	44%	35	28	25%	213	152	40%	424	279	52%
India <sup>(3)</sup>	6	4	50%	53	43	23%	59	47	26%	219	169	30%
Indonesia	53	30	77%	38	28	36%	91	58	57%	192	124	55%
Japan	40	30	33%	6	5	20%	46	35	31%	66	51	29%
Korea	60	47	28%	61	67	(9%)	121	114	6%	284	375	(24%)
Malaysia	21	11	91%	29	17	71%	50	28	79%	186	100	86%
Singapore	168	119	41%	21	16	31%	189	135	40%	326	237	38%
Taiwan	33	36	(8%)	36	46	(22%)	69	82	(16%)	151	259	(42%)
Other <sup>(4)</sup>	15	8	88%	22	12	83%	37	20	85%	78	45	73%
<b>Total Asian Insurance Operations</b>	<b>591</b>	<b>445</b>	<b>33%</b>	<b>308</b>	<b>275</b>	<b>12%</b>	<b>899</b>	<b>720</b>	<b>25%</b>	<b>1,991</b>	<b>1,730</b>	<b>15%</b>
<b>Group Total</b>	<b>5,179</b>	<b>3,138</b>	<b>65%</b>	<b>377</b>	<b>331</b>	<b>14%</b>	<b>5,556</b>	<b>3,469</b>	<b>60%</b>	<b>6,965</b>	<b>4,656</b>	<b>50%</b>

## INVESTMENT OPERATIONS

		Opening	Gross Inflows	Redemptions	Net Inflows	Other	Market & Currency	Net	Closing
		FUM							
		£m	£m	£m	£m	£m	£m	£m	£m
M&G <sup>(5)</sup>	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	72	1,314	51,221
	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,142	1,283	49,907
	+/-(% )	3%	19%	16%	504%	(45%)	(94%)	2%	3%
Asia Retail Mutual Funds	Q4 2007	15,120	10,842	(10,346)	496	(125)	786	1,157	16,277
	Q3 2007	13,677	10,463	(9,757)	706	(21)	758	1,443	15,120
	+/-(% )	11%	4%	(6%)	(30%)	(495%)	4%	(20%)	8%
Asia Third Party	Q4 2007	980	167	(76)	91	-	45	136	1,116
	Q3 2007	903	11	(5)	6	-	71	77	980
	+/-(% )	9%	1,418%	(1,420%)	1,417%	-	(37%)	77%	14%
US Retail Mutual Funds	Q4 2007	32	27	(2)	25	-	(2)	23	55
	Q3 2007	18	14	(1)	13	-	1	14	32
	+/-(% )	78%	93%	(100%)	92%	-	(300%)	64%	72%
<b>Total Investment Products</b>	Q4 2007	66,039	14,969	(12,992)	1,977	(248)	901	2,630	68,669
	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,972	2,817	66,039
	+/-(% )	4%	9%	(1%)	108%	(134%)	(54%)	(7%)	4%

## PRUDENTIAL PLC - NEW BUSINESS SCHEDULES

### **BASIS OF PREPARATION**

The new business schedules are provided as an indicative volume measure of transactions undertaken in the reporting period that have the potential to generate profits for shareholders. The amounts shown are not, and not intended to be, reflective of premium income recorded in the IFRS income statement.

The format of the schedules is consistent with the distinction between insurance and investment products as applied for previous financial reporting periods. Products categorised as "insurance" refer to those classified as contracts of long-term insurance business for regulatory reporting purposes, i.e. falling within one of the classes of insurance specified in part II of Schedule 1 to the Regulated Activities Order under FSA regulations.

The details shown for insurance products include contributions for contracts that are classified under IFRS 4 "Insurance Contracts" as not containing significant insurance risk. These products are described as investment contracts or other financial instruments under IFRS. Contracts included in this category are primarily certain unit-linked and similar contracts written in UK Insurance Operations, and Guaranteed Investment Contracts and similar funding agreements written in US Operations.

New business premiums for regular premium products are shown on an annualised basis. Department of Work and Pensions rebate business is classified as single recurrent business. Internal vesting business is classified as new business where the contracts include an open market option. New Department of Work and Pensions rebate business for SAIF is excluded from the new business schedules. This is because SAIF is solely for the benefit of SAIF policyholders.

Investment products referred to in the tables for funds under management are unit trusts, mutual funds and similar types of retail fund management arrangements. These are unrelated to insurance products that are classified as investment contracts under IFRS 4, as described in the preceding paragraph, although similar IFRS recognition and measurement principles apply to the acquisition costs and fees attaching to this type of business.

The premiums for 2006 for wholesale annuities for UK Insurance operations include £560m for a bulk annuity transaction with the Scottish Amicable Insurance Fund (SAIF). SAIF is a closed-ring fenced sub-fund established by a Court approved Scheme of Arrangement in October 1997, which is solely for the benefit of SAIF policyholders. Shareholders have no interest in the profits of this fund, although they are entitled to investment management fees on this business.

From 12 August 2007 the shareholding in CITIC-Prudential funds operation in China has increased from 33% to 49%

### **Notes to Schedules 1A - 8**

<sup>(1a)</sup> Insurance and investment new business for overseas operations has been calculated using constant exchange rates. The applicable rate for Jackson is 2.00.

<sup>(1b)</sup> Insurance and investment new business for overseas operations has been calculated using average exchange rates. The applicable rate for Jackson is 2.00 (2006: 1.84).

<sup>(2)</sup> Represents cash received from sale of investment products.

<sup>(3)</sup> Annual Equivalents, calculated as regular new business contributions plus 10 per cent single new business contributions, are subject to roundings. PVNBPs are calculated as equalling single premiums plus the present value of expected premiums of new regular premium business. In determining the present value, allowance is made for lapses and other assumptions applied in determining the EEV new business profit.

<sup>(4)</sup> In Asia, 'Other' insurance operations include Thailand, the Philippines and Vietnam.

<sup>(5)</sup> Balance includes segregated and pooled pension funds, private finance assets and other institutional clients. Other movements reflect the net flows arising from the cash component of a tactical asset allocation fund managed by PPM South Africa.

<sup>(6)</sup> New business in India is included at Prudential's 26 per cent interest in the India life operation. Mandatory Provident Fund (MPF) product sales in Hong Kong are included at Prudential's 36 per cent interest in Hong Kong MPF operation.

<sup>(7)</sup> Balance sheet figures have been calculated at the closing exchange rate. The 2006 balance is shown on a constant exchange rate.

<sup>(8)</sup> Sales are converted using the year to date average exchange rate applicable at the time. The sterling results for individual quarters represent the difference between the year to date reported sterling results at successive quarters and will include foreign exchange movements from earlier periods.

<sup>(9)</sup> £344m of FUM and £(1)m of net flows reported under Prudential Asian funds operations relate to M&G's products distributed through those Asian operations and this amount is also included in M&G's FUM.

<sup>(10)</sup> In China, fourth quarter sales have been incorporated in Group results at 50 per cent of APE, to reflect the change in the right to appoint the CEO in accordance with the original agreement with CITIC.