

## NEWS RELEASE



# PRUDENTIAL

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### PRUDENTIAL PLC FULL YEAR 2008 NEW BUSINESS RESULTS

#### STRONG GROUP CAPITAL POSITION - ESTIMATED IGD SURPLUS £1.7BN

WE SEPARATELY ANNOUNCE TODAY THE TRANSFER OF THE LEGACY AGENCY BOOK IN TAIWAN AND THE TAIWAN AGENCY FORCE TO CHINA LIFE INSURANCE COMPANY LTD (TAIWAN) WHICH WILL INCREASE THE IGD SURPLUS TO APPROXIMATELY £2.5BN

TOTAL GROUP INSURANCE SALES UP FIVE PER CENT

TOTAL ASSET MANAGEMENT NET INFLOWS OF £4.3BN

	APE	Growth in Sterling	Growth in Local Currency
<b>Total Group Insurance</b>	£3,024m	5%	1%
<b>Asia</b>	£1,362m	6%	(1)%
<b>US</b>	£716m	7%	(1)%
<b>UK Retail</b>	£803m	10%	10%
<b>UK Total</b>	£947m	4%	4%
<b>Asia Asset Management</b>	Net inflows of £0.9bn	(71)%	(75)%
<b>M&amp;G</b>	Net inflows of £3.4bn	(31)%	(31)%

#### Mark Tucker, Group Chief Executive said:

“Prudential has delivered a very good sales performance with overall Group Insurance new business up five per cent in a really challenging environment.

Our retirement led strategy, underpinned by our international presence, product and distribution capabilities and brands, has resulted in strong performance across the Group, with each of the businesses demonstrating positive momentum in exceptionally volatile and turbulent conditions and benefiting overall from a flight to quality.

Our sales in Asia were up six per cent, we achieved record sales in the US, which were up seven per cent and our UK business continues to demonstrate its ability to attract profitable business with retail sales up 10 per cent and overall sales up four per cent. Our asset management businesses have produced an excellent performance; M&G achieved net inflows of £3.4bn and the Asia asset management business recorded net inflows of £0.9bn.

Our capital position is strong and robust, driven by our prudent and proactive risk management. Our Insurance Groups Directive (IGD) capital surplus is estimated at £1.7bn before allowing for the 2008 final dividend giving a solvency ratio of 160 per cent. This is composed of our IGD surplus at 31 December 2008 which is estimated at £1.4bn and of an additional £0.3bn which the FSA has allowed us to include in our IGD surplus going forward, as a result of an innovative structure we have entered into.

The £0.3bn of additional IGD capital reflects our ability to realise a portion of the shareholders' economic interest in the future transfers from the UK With-Profits Fund, which in total was worth £1.7bn at 31 December 2008. Going forward, there is the opportunity to develop similar transactions which may allow us to access more of the residual £1.4bn if required.

In addition to this strong capital position, the total credit reserve for the UK shareholder annuity funds was £1.4bn at the end of the year.

Today we entered into an agreement to transfer the assets and liabilities of our agency distribution business in Taiwan to China Life Insurance Company Ltd (Taiwan). The business to be transferred includes Prudential's legacy interest rate products in Taiwan. This agreement is significantly value enhancing for the Group. As a result of the transfer and on completion, there will be a net increase in the Group's IGD surplus of approximately £800 million further strengthening our already robust capital position. Embedded value will increase by approximately £90m after restructuring costs.

These factors together with the Group's strong underlying earnings capacity, our hedging programmes and additional areas of flexibility, position the Group to withstand significant further deterioration in market conditions should they occur. For instance, an instantaneous further decrease of 40 per cent in equity markets levels from 31 December 2008 would reduce our IGD surplus by £350m.

We expect 2009 to be a challenging year and for global financial markets to remain difficult. In this environment we have taken a prudent approach to our 2009 plans, balancing new business with cash generation and capital conservation as our key drivers.

We will continue to position ourselves to take advantage of any upturn in the market and, with a clear focus on the interests of our shareholders, we will evaluate carefully any strategic opportunities that arise from market dislocation.

We firmly believe that our combination of financial strength and focused strategy will enable us to out-perform our competition over the economic and financial cycle. We remain firmly committed to our current dividend policy."

## **Financial Management**

We entered 2008 in a defensive position and have remained focused on prudent and proactive management of our balance sheet and risk profile, as illustrated by our decision taken in June 2008 not to proceed with the re-attribution of the PAC inherited estate. Throughout the year, our capital position remained resilient and we have maintained liquidity at robust levels. We continue to impose stringent stress testing on our key capital measures to ensure we can withstand, both in the short and medium term, further very significant market shocks.

## **Capital Management**

The Group's risk appetite framework sets out our tolerance to risk exposures, our approach to risk management and return optimisation. The risk profile of the Group is continuously monitored against agreed limits and key risk mitigation strategies include asset liability management, the use of derivatives to hedge relevant market risks, as well as reinsurance and corporate insurance programmes.

Our capital position is strong and robust, driven by our prudent and proactive risk management. Our Insurance Groups Directive (IGD) capital surplus is estimated at £1.7bn before allowing for the 2008 final dividend giving a solvency ratio of 160 per cent. This is composed of our IGD surplus at 31 December 2008 which is estimated at £1.4bn and of an additional £0.3bn which the FSA has subsequently allowed us to include in our IGD surplus going forward, as a result of an innovative structure we have entered into. The IGD capital surplus on a consistent basis (i.e. before allowing for a dividend) at the end of 2007 and at the end of the third quarter 2008 was £1.9bn and £1.4bn respectively.

The £0.3bn additional IGD capital reflects our ability to realise a portion of the shareholders' economic interest in the future transfers from the UK With-Profits Fund, which in total was worth £1.7bn at 31 December 2008. Going forward, there is the opportunity to develop similar transactions which may allow us to access more of the residual £1.4bn if required.

In addition to this strong capital position, the total credit reserve for the UK shareholder annuity funds was £1.4bn at the end of the year. We have increased this credit reserve by £0.8bn in 2008 and it is equivalent to 80bps per annum over the lifetime of the assets. This reserve would allow us to withstand a repeat of the average Moody's default experience from the Great Depression, occurring every year for the life of the book.

Today we entered into an agreement to transfer the assets and liabilities of our agency distribution business in Taiwan to China Life Insurance Company Ltd (Taiwan) The business to be transferred includes Prudential's legacy interest rate products in Taiwan. This agreement is significantly value enhancing for the Group. As a result of the transfer and on completion, there will be a net increase in the Group's IGD surplus of approximately £800 million, still further strengthening our already robust capital position. Embedded value will increase by approximately £90m after restructuring costs.

These factors together with the Group's strong underlying earnings capacity, our established hedging programmes and additional areas of flexibility position the Group to withstand significant further deterioration in market conditions should they occur.

- An instantaneous further 40 per cent fall in equity markets from 31 December 2008 levels would reduce the IGD surplus by £350m
- A 150bps reduction in interest rates from 31 December 2008 would reduce the IGD surplus by £300m. This should be further reduced post the completion of the sale of our Taiwan legacy agency book.

A wide range of capital management initiatives and risk mitigation options remain available to the Group to manage the IGD capital position. They include the use of reinsurance and similar structures to crystallise the value of future cash flows, the implementation of further hedging strategies and actions to conserve and/or release capital.

## **Equity Risk**

In our UK business, most of our equity exposure is incurred in the With-Profits Fund. The large inherited estate estimated at £5.4bn at 31 December 2008 provides us with a cushion against direct shareholder exposure. The inherited estate itself is partially protected against falls in equity markets through an active hedging policy.

In Asia, a high proportion of our in-force book is made up of unit-linked products with limited shareholder exposure to equities. We have minimised the sensitivity of our IGD position to Asian equity market levels by selling down the equity holdings outside our unit-linked holdings.

In the US, where we are a leading variable annuity provider, there are well understood risks associated with the guarantees embedded in our products. We provide guarantees for minimum death benefit (GMDB) on all policies in this class, minimum withdrawal benefits (GMWB) on 67 per cent of the book and minimum income benefits (GMIB) on only 11 per cent. To protect the shareholder against the volatility induced by these embedded options we use both a comprehensive hedging programme and reinsurance.

Variable annuity sales are focused on meeting the needs of conservative and risk averse customers seeking reliable income in retirement, who display little tendency to arbitrage their guarantees. They select conservative investment options and importantly, buy fewer guarantee products, compared to the industry as a whole. This is because our operational platform allows us to tailor more than 3,000 product combinations, which means customers are not sold guarantees that they do not need. This enables us to be price competitive whilst not over-exposing the Company to guarantee risk. The conservative and straightforward nature of our investment options makes hedging a more straightforward process.

We do not compete on price: our individual guarantees tend to be more expensive than the average because we want to sell at a price where we can hedge or reinsure our risks. However many of our competitors offer “bundled” products where the customer pays for guarantees that they do not require. Our more tailored offering allows us to remain price competitive whilst pricing the guarantees appropriately.

We do not actively market GMIB and where it is selected we reinsure. Reinsurance covers both the in-force book and new business for the life of the policy; if reinsurance were not to be available we would not sell this option.

We take a macro approach to hedging that covers all the equity risk in the US business, including all exposure to GMDB and GMWB guarantees. Within our macro approach we utilise the natural offsets that exist between the variable annuity guarantees and the fixed-indexed annuity book and then use a combination of OTC options and futures to hedge the residual risk allowing for significant market shocks and limiting the amount of capital we are putting at risk. The hedging programme covers both the in-force book and new business for the ‘greeks’ i.e. changes in equity market levels, the rate of change in market levels and equity market volatility as well as interest rate movements. In addition we hedge the fees on variable annuity guarantees.

Due to the Company’s sales approach, disciplined pricing and dynamic hedging of its variable annuity guarantees, Jackson’s equity hedging gains offset the effect of the 38.5 per cent drop experienced in US equity markets in 2008 on a statutory capital basis, an excellent outcome. Jackson was one of very few US life insurance companies to achieve this level of success with its variable annuity hedging programme in 2008.

### **Interest Rate Risk**

As previously indicated, interest rates primarily impact our Asia and US businesses. In Asia, our exposure will be reduced following the agreement with China Life Insurance Company Ltd (Taiwan) to transfer the agency based business in Taiwan, which includes Prudential’s legacy interest rate products. The remaining exposure in Asia is mainly from guarantees on traditional shareholder-backed life products and asset-liability mismatches, primarily in Japan and Korea. This exposure is within our risk appetite and is managed carefully on an ongoing basis. We have a range of risk mitigation options available to us if we wish to reduce this exposure. In certain territories interest rates are at historically low levels which reduces our downside risk.

In the US, there is interest rate risk across the portfolio. Fixed annuity interest rate exposure is managed through a combination of interest rate swaps and interest rate options, to protect capital against rates rising quickly, and through the contractual ability to annually reset crediting rates. The average traditional fixed annuity crediting rate is 91bps above the guaranteed crediting rate.

Historically we have had a significant IGD sensitivity relating to the mark to market accounting of interest rate derivatives. During the quarter we have worked with the US regulator to recognise the effectiveness of interest rate hedging and the statutory valuation now accounts for hedges and the hedged items on a consistent basis.

In the UK at very low interest rates there is some exposure to asset liability mismatches in the shareholder annuity fund.

### **Credit**

2008 has been a period without precedent for the global debt markets with illiquidity and credit spreads reaching all time highs. The Group’s debt portfolio on an IFRS basis is estimated at £95bn at 31 December 2008 excluding holdings attributable to external unit holders.

Of this total, £59bn is in the UK of which £38bn is within the UK With-Profits fund where protection is primarily provided by the inherited estate. Outside the With-Profits fund there is £4bn held in unit linked funds where the shareholder risk is limited and there is £17bn backing the shareholder annuity business and other non-linked business of which £13bn relates to corporate bonds and £4bn is in government securities.

Within the UK shareholder annuity funds, we have built up a significant credit reserve of £1.4bn to allow for future defaults. This reserve can withstand the equivalent of the average default experience during the Great Depression occurring every year over the life of the portfolio. In 2008, we have experienced credit defaults of £93m that relate to shareholder funds 0.5 per cent of the portfolio.

Asia's debt portfolio totals £11bn, approximately 64 per cent is invested in Unit-Linked and With-Profits funds with minimal shareholder risk. For Asia, the portfolio has performed very well with 2008 defaults totalling only £20m.

The final and most significant area of exposure to credit risk for the shareholder is Jackson. Jackson's fixed income portfolio is estimated at £24bn and comprises Corporate Debt £16bn, Commercial Mortgage Backed Securities (CMBS) £2bn, Residential Mortgage Backed Securities (RMBS) £4bn and others £2bn. We entered the cycle in a defensive position and the portfolio is managed rigorously.

The US Corporate Debt portfolio of £16bn is 92 per cent investment grade. Concentration risk is low with the top ten holdings accounting for only five per cent of the portfolio. The high yield portfolio is also well diversified with an average holding of £8m. Our single largest sector exposure in the investment grade portfolio is Utilities at 13 per cent. We actively manage the portfolio and will sell exposure as events dictate; for example we reduced our holding in both Lehman and Washington Mutual early in 2008.

Within the RMBS portfolio of £4bn, the Agency guaranteed portion is 50 per cent. Another 25 per cent of the portfolio relates to investments pre-2006/2007 vintages where experience has been much more positive than later vintages. Our exposure to the 2006/2007 vintages is £946m of which £617m is invested in the senior part of the capital structure, therefore significantly reducing the risk of defaults and the magnitude of loss if a shortfall does occur. The actual exposure to non-senior 2006/2007 Prime and Alt-A RMBS is only £329m.

The CMBS £2bn portfolio is performing strongly, 85 per cent of the portfolio is AAA and only one per cent is below investment grade. We materially reduced non-AAA purchases after 2004 given the significant deterioration in underwriting standards observed in the market and in line with rating agencies' guidelines. The entire portfolio has an average credit enhancement level of 30 per cent which provides significant protection i.e. the bond has to incur a 30 per cent loss, net of recoveries, before we are at risk.

In 2008, Jackson's total defaults were £78m of which £5m were incurred in the fourth quarter. As part of our active management of the book we incurred net losses on sale of impaired bonds of £127m of which £67m happened in the fourth quarter of 2008.

IFRS write downs excluding defaults for the year were £419m, an increase of £228m in the fourth quarter of 2008.

The impairment process reflects a rigorous review of every single bond and security in our portfolio. We believe that the accounting rules for impairments are necessarily conservative and not always consistent with economic losses and although the accounting requires us to book them as losses through our income statement, we would expect only a portion of these impairments to eventually turn into defaults and a proportion of these impaired securities to recover in price over time.

In considering potential future losses for Jackson, it is essential to examine the key components of the debt portfolio. As at 31 December 2008, 93 per cent of Jackson's total debt portfolio of £24bn consisted of investment grade securities and seven per cent were high yield. Historically, the highest global default rates during a recession have averaged 1.6 per cent for investment grade and 15.4 per cent for high yield, although not necessarily in the same year (Source: Moody's Global Corporate Finance - February 2008). Applying these historically high default rates to our portfolio would generate losses which can be absorbed within our IGD surplus.

## **Unrealised Losses**

The entire market for fixed income securities has been re-priced downward from historically tight spreads of approximately 100 bps during the first half of 2007 to historically wide spreads of over 640 bps on investment grade paper at the end of 2008. Wider credit and liquidity spreads are causing the average investment grade security to trade around the mid to high 80's. It is important to keep in mind that we have the intent and ability to hold these fixed income securities to maturity which in economic terms limits the impact of the current market dislocation.

Jackson's unrealised losses across the whole portfolio for the year are estimated at £3.2bn or 12 per cent of the portfolio and rose in the fourth quarter by £1.3bn as credit spreads moved to all time highs and bond prices to all time lows. Unrealised losses on securities priced at less than 80 per cent of face value were £1.9bn at 31 December 2008. We believe that the accounting impact of these unrealised losses significantly overstates the risk of economic losses on our portfolio at current price levels.

## **Liquidity**

The Group remains comfortable with its liquidity position at holding and subsidiary company level. The holding company has significant internal sources of liquidity which are sufficient to meet all of our requirements for the foreseeable future without having to utilise external funding. In aggregate the Group has £2.1bn of undrawn committed facilities and has recently renewed its £1.4bn undrawn syndicated committed banking facility for a further three years and renewed its £500m securities lending back-up facility.

## **Business Review**

### **Asia insurance operations**

Prudential Corporation Asia had a strong fourth quarter, the second most productive fourth quarter in its history and an excellent performance relative to the market. Although official market statistics are not yet available, we believe we are the leading foreign company or joint venture in seven of our twelve life markets and the overall market leader in four of these. This demonstrates the resilience of our strategy, with its emphasis on agency led distribution and regular premium business.

We have seen growth in regular premium business of 10 per cent during 2008 which compares favourably to a decline of 19 per cent in single premium business due to continued market volatility and regulatory changes in Singapore.

Sales in the fourth quarter of £329m were up eight per cent compared to the third quarter. On a constant exchange rate basis sales declined 11 per cent. This was largely due to the impact of unfolding economic events in October and November and their negative impact on customer sentiment. However, there was a strong bounce back in December as initiatives and incentives, including the promotion of the with-profits and protection business, started to have an impact. Sales in December were £140m only three per cent lower than December 2007, which was Prudential Corporation Asia's highest sales month on record. APE for health and protection product lines was £325m in 2008, representing a very strong 34 per cent growth over 2007, reflecting the inherent strength of these products despite market dislocation and also the focused execution of our Health product strategy.

Our agency force, which is the largest in the region, grew three per cent in 2008 to 420,000 agents. Average agency activity during 2008, in terms of cases per agent, has remained broadly in line with 2007. However, average case sizes have declined reflecting lower single premium business and an increased proportion of lower premium, but higher margin, protection business.

New business through Prudential's successful bank distribution network was 38 per cent higher than in 2007 and generated 19 per cent of total APE, up from 15 per cent. In July 2008, Prudential and Standard Chartered Bank announced the renewal and extension of their original bank distribution agreement covering Hong Kong, Singapore and Malaysia and the inclusion of Japan and Thailand within this master agreement for the first time. This complemented the previously announced agreement for Taiwan in September 2007. With the addition of Vietnam in January 2009 Prudential products are now sold through Standard Chartered Bank branches in nine markets across the region.

In summary for full year 2008, APE sales of £1,362m were six per cent higher than 2007 and only one per cent lower than 2007 on a constant exchange rate basis, an excellent result for the year given market conditions in the second half.

Looking at each of the major markets in more detail:

In **China** fourth quarter sales of £11m were 22 per cent above the third quarter. New business sales for the year of £38m were 31 per cent higher than 2007 which reflects the improved sales results through the bancassurance channel where we are taking advantage of the large customer base and the distribution infrastructure of our partners. In 2008, CITIC Prudential Life remained the second largest foreign provider of individual life new business on an APE basis and the largest joint venture company.

In **Hong Kong**, fourth quarter sales of £46m were in line with the third quarter but 35 per cent lower in local currency reflecting the general climate and local issues relating to Lehman Brothers that were particularly significant in the bank channel. However, there was a strong recovery in December with agency production up 97 per cent over November. For the full year 2008, Hong Kong was 23 per cent higher than 2007 and up 13 per cent on a local currency basis reflecting the notably successful launch of PRUlink Wealth Builder, the first regular premium back-end loaded linked product and also the on-going success of our retirement planning and protection product campaigns. We expect to have increased new business market share in Hong Kong during the year and to have moved up to second place.

**India** had a very challenging fourth quarter with a sharp decline in Indian equity markets as well as the impact of the Mumbai terrorist attacks. New business APE of £35m was down 26 per cent on the third quarter. The full year in India started very strongly as the investment in new branches and the development of alternative distribution channels during 2007 continued to deliver. New business for the year of £208m was 16 per cent higher than 2007 and 12 per cent higher on a local currency basis. This growth was primarily driven by regular premium business which grew 14 per cent during 2008. The business retains its position as the leading foreign joint venture in terms of new business market share.

Prudential's business in **Indonesia** continues to perform very strongly with sales of £47m in the fourth quarter up 12 per cent on the third quarter. Sales growth rates did slow in September and October as the global economic crisis unsettled the market but Prudential finished with a new record sales month in December. Sales for the full year of £176m are up 45 per cent driven by the continuing successful expansion of distribution. The agency force grew by 21 per cent in 2008 and now totals 60,000 agents making it our second largest agency force in the region. Additionally, a new agency segmentation programme has also enabled us to target development resources more effectively. Indonesia has the world's largest Muslim population and Prudential launched very popular Shariah compliant Takaful products in the first quarter. We are confident we outgrew the market and built upon our market leading position.

Market conditions in **Korea** have been challenging during the whole of 2008 with the Korean economy under considerable pressure and the bancassurance market evolving for foreign players into more of an open architecture format, with tough competition for distribution. Prudential saw new business volumes of £219m decline nine per cent on a local currency basis. The general agency (broker) channel has seen a marked shift away from variable unit linked products in favour of risk based and interest sensitive products. We have concerns over the long term profitability of these products and in line with our value over volume imperative, we are not competing in this sector. We expect to have gained market share relative to other foreign competitors in the market during the second half of 2008.

Our business in **Malaysia** launched an agency transformation programme in early 2008 and this has driven a significant increase in agency activity and resulted in our Malaysian operations' highest ever month for new business in December 2008. As elsewhere, October and November were depressed, but the fourth quarter 2008 sales of £36m were up 33 per cent over the third quarter. Total new business in 2008 of £102m was 24 per cent higher than 2007 and up 11 per cent on a local currency basis. This includes Prudential's share of its joint venture with BSN in Malaysia for Takaful business. In total, Takaful now represents around 21 per cent of new business. We expect Prudential Malaysia to have increased its market share during 2008 and that we are now the market leader in terms of new business APE.

With its economy particularly dependent on inter-regional trade and financial services, **Singapore** has been particularly badly affected by the economic crisis and sales dipped markedly in October and November. However, there were encouraging rebounds in new business in December, with volumes almost double November's. Singapore's fourth quarter of £26m was up 18 per cent over the third quarter and flat in local currency terms. Changes to the Central Provident Fund rules in Singapore drove a surge in single premium business in the first quarter but for the remainder of the period Prudential's emphasis has been on regular premium business, up 17 per cent for the year and protection, up 33 per cent; strong results given the market conditions. With total new business for 2008 of £112m we expect to have retained our market leading position in Singapore with a significantly higher proportion of higher margin protection products.

The economy in **Taiwan** is also suffering from the impact of the economic crisis. The market has been challenging for us as competitors have been offering short term and interest sensitive products that are unappealing from a shareholder value perspective. However, in November and December there was an encouraging surge in bancassurance reflecting the agreement we signed with Standard Chartered Bank in 2007 and a new sales methodology with E.Sun - our other major bancassurance partner in Taiwan. Agency sales also recovered strongly in December, collectively making this the third highest month ever for new business for Prudential in Taiwan, behind May and June 2007. The fourth quarter of £71m was 97 per cent higher than the third quarter of 2008. The full year of £204m was 12 per cent lower than 2007 where the second quarter in 2007 included the exceptionally successful variable unit linked product and retirement campaign launch. We expect to have increased market share in the fourth quarter in Taiwan.

In the **Philippines, Thailand and Vietnam**, new business growth has also reflected the general market conditions. **Japan** has been affected adversely by the regulatory driven changes to an increasing term life product effective from the second quarter. In Vietnam we remain the market leader.

### **US insurance operations**

Jackson delivered record total APE sales of £716m in 2008, representing a seven per cent increase over 2007 in a year when the industry faced numerous challenges. Whilst aided this year by exchange rate movements, APE retail sales in 2008 were £596m, representing the highest level of retail sales in the company's history. This achievement demonstrates the resilience of Jackson's business model and the importance of the diversification of its product portfolio.

In the first three quarters of 2008, Jackson ranked fourth in variable annuity net flows and experienced a very low level of outflows as a percentage of inflows, compared to the rest of the industry. Jackson ranked sixth in sales of traditional deferred fixed annuities during the first three quarters of 2008, up from tenth as at year end 2007, with a market share of five per cent.

Variable annuity APE sales of £349m in 2008 were down 23 per cent from 2007 as a result of continued volatility in US equity markets and our determination to place value ahead of volume or market share. Whereas some competitors were engaging in price competition, Jackson maintained its disciplined approach to the pricing of its variable annuities. In the fourth quarter, Jackson's variable annuity sales declined six per cent in local currency (up 13 per cent at AER) compared with the third quarter due to particularly severe equity market disruption. However this represents a relative out-performance of the industry, which is estimated to have declined by 14 per cent (Morningstar, Inc.).

Fixed annuity APE sales of £172m were up 202 per cent up on 2007, reflecting Jackson's ability to meet changing customer demands through its diversified product range.

Fixed index annuity APE sales of £50m in 2008 were up 11 per cent over 2007. Jackson introduced new products that were very well received by advisors and helped drive the company's year-on-year increase in sales.

Jackson's retail annuity net flows were up six per cent from 2007, reflecting continued low levels of surrender activity.

Institutional APE sales of £120m in 2008 were up 28 per cent on 2007. Jackson continues to participate in this market on an opportunistic basis when margins are attractive.

Curian Capital, a specialised asset management company that provides innovative fee-based separately managed accounts, had total assets under management of £1.8bn at the end of 2008 compared with £1.7bn at the end of 2007. Curian generated deposits of £591m in 2008, down 11 per cent on 2007.

### **UK insurance operations**

Total APE sales for Prudential UK in 2008 of £947m were four per cent higher than those achieved in 2007. Retail sales of APE £803m were up 10 per cent year-on-year, benefiting from very strong growth in sales of with-profits bonds.



**Individual annuity** sales of £280m were in line with those achieved in 2007, despite the volatile market conditions experienced throughout much of the year. This reflects the continued strong performance from Prudential UK's internal vestings book where sales rose 14 per cent to £160m. However, sales through partnerships and intermediaries declined slightly, reflecting the competitive market environment and the decision by some customers to delay purchasing an annuity due to investment market losses which have led to decreases in the value of their pension funds.

Sales of **with-profits bonds** were £98m, an increase of 139 per cent on 2007. This strong sales growth reflects the strength of Prudential UK's with-profits offering and a growing demand for this type of product as consumers are increasingly looking to protect themselves from market downturns, especially when invested in an actively-managed, well-run and financially strong fund.

Total with-profits bonds sales include **PruFund**, Prudential UK's unitised and smoothed investment plan. PruFund sales were particularly strong during the year at APE £70m, an increase of 273 per cent. Since October 2008, PruFund has been available across Prudential UK's range of tax wrappers including individual pensions, income drawdown, onshore and offshore bonds and is now panelled across almost all the major UK retail banks. Prudential UK also launched its new PruSelect range of unit-linked funds across its pensions and investments products, more than doubling the number of funds available.

**Lifetime mortgage** sales of £24m were 50 per cent higher than those achieved in 2007, despite only modest growth in the overall size of the lifetime mortgage market. In an environment of falling house prices and the associated increased risk of negative equity, Prudential UK maintained pricing discipline and reduced its loan to value ratio which has had a negative impact on the latter part of 2008. Prudential remains one of the leaders in this market in 2008 with a 23 per cent market share.

**Income drawdown** sales of £8m were up 167 per cent year-on-year. Income drawdown allows customers to take a flexible income from their pension fund, while keeping the balance of the fund fully invested, until an annuity is purchased. The product provides a bridge between the pensions and annuities products and allows Prudential to offer a complete portfolio of retirement savings options.

**Individual pensions** sales of £38m were six per cent higher than 2007. Sales of the Flexible Retirement Plan, Prudential UK's factory-gate priced individual pension product, have grown strongly with sales in 2008 of APE £11m up 123 per cent.

**Offshore sales** in the year were up 26 per cent on 2007 at £59m, driven by strong sales of the new open architecture Portfolio Account launched in March 2008.

**PruHealth**, which is included in our new business for the first time, continues to grow strongly and covered 187,000 lives at the end of 2008, an increase of 32 per cent over the year. APE sales of £16m were up 23 per cent.

**Corporate pension** sales of £249m were up one per cent year-on-year, benefiting from strong sales from existing schemes. This result included securing Nationwide's deposit based Additional Voluntary Contribution business, confirming Prudential UK's status as the leading provider in this market.

Prudential UK maintained its focus on value in the **bulk annuity and back-book** markets in 2008, completing transactions totalling APE £142m. This compared with the £180m written in 2007 which included the significant with-profits annuity book transaction with Equitable Life.

The transactions completed in 2008 included the bulk annuity buy-in agreements with Goldman Sachs for the reinsurance of APE £30m of Rothesay Life's non-profit annuity business and with the Trustee of the Cable & Wireless Superannuation Fund for the reinsurance of APE £106m of liabilities relating to the scheme's pensions in payment.

## Asset Management

### M&G

M&G had a very strong year in 2008 posting record gross fund inflows of £16.2bn, an increase of 10 per cent on 2007. Despite the backdrop of extremely difficult markets, M&G delivered £3.4bn of net fund inflows. This was 31 per cent lower than in 2007 but nonetheless compared favourably with an industry where many competitors saw net redemptions. M&G's total funds under management were £141bn at 31 December 2008 (of which £94bn related to funds managed on behalf of Prudential Group companies), down 15 per cent on 2007. Investment performance remained extremely robust with 35 per cent of retail funds in the top quartile.

The **Retail** business has been particularly resilient, recording a four per cent year-on-year increase in gross sales to £9bn. M&G's market-leading bond and equity products attracted net sales of £2.1bn, 23 per cent lower than 2007, largely due to weaker international sales. The UK business saw a 62 per cent jump in net inflows to £1.9bn from £1.2bn in 2007. By contrast, net sales across the UK industry dropped 57 per cent to £4.1bn (source: IMA, 12 months to end 2008).

For the final quarter, **Retail** gross sales were up 23 per cent to £2.6bn, while net inflows were more than double those in the same quarter in 2007 at £0.7bn (£0.3bn). December proved a record month for net inflows, a trend that has continued in January 2009.

Annual gross sales in the **Institutional** business also rose, showing a 17 per cent increase to £7.1bn. The business continued to enjoy net inflows which at £1.3bn were 41 per cent lower than in 2007, principally due to the long expected loss of a single fixed-income mandate. There were also redemptions from M&G's Macro Investment Fund.

As a consequence, the institutional business saw net outflows of £1.4bn in the final quarter of 2008 (2007: £1.1bn inflow). Gross inflows for the quarter were also lower, down 21 per cent over the same period in 2007 at £1.4bn.

### Asia

The Asia Asset Management business recorded £0.9bn of net inflows in 2008. These were 71 per cent lower than in the same period in 2007. There were net outflows of £0.1bn in the fourth quarter. India has seen redemptions in equity and bond funds in the fourth quarter, offsetting net inflows from Taiwan's money market funds. Of the net inflows of £0.9bn, £0.6bn (66 per cent) were flows into longer term equity and fixed income products, and £0.3bn (34 per cent) were flows into money market funds.

Total third party funds under management amounted to £15.2bn, a decrease of 12 per cent compared with 2007. Korea and Japan were the main contributors to the decline, with funds under management decreasing by 31 per cent and 26 per cent respectively.

## ENDS

### Enquiries:

<b>Media</b>		<b>Investors/Analysts</b>	
Jon Bunn	020 7548 3559	James Matthews	020 7548 3561
Ed Brewster	020 7548 3719	Jessica Stalley	020 7548 3511

### Notes to Editor:

1. Annual premium equivalent (APE) sales comprise regular premium sales plus one-tenth of single premium insurance sales and are subject to rounding.
2. Present Value of New Business Premiums (PVNBP) are calculated as equalling single premiums plus the present value of expected new business premiums of regular premium business, allowing for lapses and other assumptions made in determining the EEV new business contribution.
3. UK Retail sales include all products except bulk annuities and credit life sales.

4. There will be a conference call today for wire services at 7.30am (GMT) hosted by Mark Tucker, Group Chief Executive, and Tidjane Thiam, Chief Financial Officer. Dial in telephone number: +44 (0)20 8609 0793. Passcode:797476#.
5. There will be a conference call today for investors and analysts at 9:00am (GMT) hosted by Mark Tucker, Group Chief Executive, and Tidjane Thiam, Chief Financial Officer. From the UK please call +44 (0)20 8609 0793. Passcode 851650#. A recording of this call will be available for replay for one week by dialling: +44 (0)20 8609 0289 from the UK or +1 866 676 5865 from the US. The conference reference number is 254703#.
6. High resolution photographs are available to the media free of charge at [www.newscast.co.uk](http://www.newscast.co.uk) (+44 (0) 207 608 1000).
7. Sales for overseas operations have been reported using average exchange rates as shown in the attached schedules. Commentary is given on the results on an actual exchange rate basis. The two bases are compared in the table below.

	Annual Premium Equivalent Sales					
	Actual Exchange Rates			Constant Exchange Rates		
	2008 Q4	2007 Q4	+/- (%)	2008 Q4	2007 Q4	+/- (%)
	YTD	YTD		YTD	YTD	
	£m	£m		£m	£m	
UK	947	910	4%	947	910	4%
US	716	671	7%	716	724	(1%)
Asia	1,362	1,287	6%	1,362	1,369	(1%)
<b>Total</b>	<b>3,024</b>	<b>2,868</b>	<b>5%</b>	<b>3,024</b>	<b>3,003</b>	<b>1%</b>

	Gross Inflows					
	Actual Exchange Rates			Constant Exchange Rates		
	2008 Q4	2007 Q4	+/- (%)	2008 Q4	2007 Q4	+/- (%)
	YTD	YTD		YTD	YTD	
	£m	£m		£m	£m	
M&G	16,154	14,745	10%	16,154	14,745	10%
US	36	60	(40%)	36	65	(45%)
Asia	46,957	38,954	21%	46,957	40,875	15%
<b>Total</b>	<b>63,147</b>	<b>53,759</b>	<b>17%</b>	<b>63,147</b>	<b>55,685</b>	<b>13%</b>

	Total Insurance and Investment New Business					
	Actual Exchange Rates			Constant Exchange Rates		
	2008 Q4	2007 Q4	+/- (%)	2008 Q4	2007 Q4	+/- (%)
	YTD	YTD		YTD	YTD	
	£m	£m		£m	£m	
Insurance	16,797	16,314	3%	16,797	17,091	(2%)
Investment	63,147	53,759	17%	63,147	55,685	13%
<b>Total</b>	<b>79,944</b>	<b>70,073</b>	<b>14%</b>	<b>79,944</b>	<b>72,776</b>	<b>10%</b>

## 8. Financial Calendar:

2008 Full Year Results	19 March 2009
First Quarter 2009 Interim Management Statement and AGM	14 May 2009
2009 Half Year Results	13 August 2009
Third Quarter 2009 Interim Management Statement	28 October 2009

## 9. About Prudential plc

Prudential plc, is a company incorporated and with its principal place of business in England, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. It has been in existence for over 160 years and has £249bn in assets under management (as at 31 December 2008). Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

### **Forward-Looking Statements**

This statement may contain certain 'forward-looking statements' with respect to certain of Prudential's plans and its current goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements containing the words 'believes', 'intends', 'expects', 'plans', 'seeks' and 'anticipates', and words of similar meaning, are forward-looking. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond Prudential's control including among other things, UK domestic and global economic and business conditions, market related risks such as fluctuations in interest rates and exchange rates, and the performance of financial markets generally; the policies and actions of regulatory authorities, the impact of competition, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; and the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate. This may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. As a result, Prudential's actual future financial condition, performance and results may differ materially from the plans, goals, and expectations set forth in Prudential's forward-looking statements. Prudential undertakes no obligation to update the forward-looking statements contained in this statement or any other forward-looking statements it may make.

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1a)</sup>			Asia <sup>(1a)</sup>			Total		
	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)
Total Insurance Products	7,183	6,879	4%	6,941	7,063	(2%)	2,673	3,149	(15%)	16,797	17,091	(2%)
Total Investment Products Gross Inflows <sup>(2)</sup>	16,154	14,745	10%	36	65	(45%)	46,957	40,875	15%	63,147	55,685	13%
	23,337	21,624	8%	6,977	7,128	(2%)	49,630	44,024	13%	79,944	72,776	10%

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents <sup>(3)</sup>		
	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,600	1,399	14%	-	-	-	1,600	1,399	14%	160	140	14%
Direct and Partnership Annuities	703	842	(17%)	-	-	-	703	842	(17%)	70	84	(17%)
Intermediated Annuities	497	555	(10%)	-	-	-	497	555	(10%)	50	56	(11%)
<b>Total Individual Annuities</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>280</b>	<b>280</b>	<b>0%</b>
Income Drawdown <sup>(13)</sup>	75	34	121%	-	-	-	75	34	121%	8	3	167%
Equity Release	242	156	55%	-	-	-	242	156	55%	24	16	50%
Individual Pensions	115	38	203%	3	1	200%	118	39	203%	15	5	200%
Corporate Pensions	221	283	(22%)	88	84	5%	309	367	(16%)	110	112	(2%)
Unit Linked Bonds	109	243	(55%)	-	-	-	109	243	(55%)	11	24	(54%)
With-Profit Bonds	869	297	193%	-	-	-	869	297	193%	87	30	190%
Protection	-	-	-	6	5	20%	6	5	20%	6	5	20%
Offshore Products	551	434	27%	4	4	0%	555	438	27%	59	47	26%
Pru Health <sup>(12)</sup>	-	-	-	16	13	23%	16	13	23%	16	13	23%
<b>Total Retail Retirement</b>	<b>4,982</b>	<b>4,281</b>	<b>16%</b>	<b>117</b>	<b>107</b>	<b>9%</b>	<b>5,099</b>	<b>4,388</b>	<b>16%</b>	<b>615</b>	<b>535</b>	<b>15%</b>
Corporate Pensions	227	198	15%	116	115	1%	343	313	10%	139	135	3%
Other Products	132	190	(31%)	21	25	(16%)	153	215	(29%)	34	44	(23%)
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
<b>Total Mature Life and Pensions</b>	<b>512</b>	<b>531</b>	<b>(4%)</b>	<b>137</b>	<b>140</b>	<b>(2%)</b>	<b>649</b>	<b>671</b>	<b>(3%)</b>	<b>188</b>	<b>193</b>	<b>(3%)</b>
<b>Total Retail</b>	<b>5,494</b>	<b>4,812</b>	<b>14%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>5,748</b>	<b>5,059</b>	<b>14%</b>	<b>803</b>	<b>728</b>	<b>10%</b>
Wholesale Annuities	1,417	1,799	(21%)	-	-	-	1,417	1,799	(21%)	142	180	(21%)
Credit Life	18	21	(14%)	-	-	-	18	21	(14%)	2	2	0%
<b>Total UK Insurance Operations</b>	<b>6,929</b>	<b>6,632</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,183</b>	<b>6,879</b>	<b>4%</b>	<b>947</b>	<b>910</b>	<b>4%</b>
<b>Channel Summary</b>												
Direct and Partnership	2,352	2,385	(1%)	215	212	1%	2,567	2,597	(1%)	450	451	(0%)
Intermediated	2,990	2,284	31%	39	35	11%	3,029	2,319	31%	338	263	29%
Wholesale	1,434	1,820	(21%)	-	-	-	1,434	1,820	(21%)	143	182	(21%)
<b>Sub-Total</b>	<b>6,776</b>	<b>6,489</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,030</b>	<b>6,736</b>	<b>4%</b>	<b>932</b>	<b>896</b>	<b>4%</b>
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
<b>Total UK Insurance Operations</b>	<b>6,929</b>	<b>6,632</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,183</b>	<b>6,879</b>	<b>4%</b>	<b>947</b>	<b>910</b>	<b>4%</b>
<b>US Insurance Operations<sup>(1a)</sup></b>												
Fixed Annuities	1,724	619	179%	-	-	-	1,724	619	179%	172	62	177%
Fixed Index Annuities	501	483	4%	-	-	-	501	483	4%	50	48	4%
Variable Annuities	3,491	4,922	(29%)	-	-	-	3,491	4,922	(29%)	349	492	(29%)
Life	7	8	(13%)	24	20	20%	31	28	11%	25	21	19%
<b>Sub-Total Retail</b>	<b>5,723</b>	<b>6,032</b>	<b>(5%)</b>	<b>24</b>	<b>20</b>	<b>20%</b>	<b>5,747</b>	<b>6,052</b>	<b>(5%)</b>	<b>596</b>	<b>623</b>	<b>(4%)</b>
Guaranteed Investment Contracts	857	441	94%	-	-	-	857	441	94%	86	44	95%
GIC - Medium Term Note	337	570	(41%)	-	-	-	337	570	(41%)	34	57	(40%)
<b>Total US Insurance Operations</b>	<b>6,917</b>	<b>7,043</b>	<b>(2%)</b>	<b>24</b>	<b>20</b>	<b>20%</b>	<b>6,941</b>	<b>7,063</b>	<b>(2%)</b>	<b>716</b>	<b>724</b>	<b>(1%)</b>
<b>Asian Insurance Operations<sup>(1a)</sup></b>												
China <sup>(10)</sup>	63	53	19%	32	28	14%	95	81	17%	38	33	15%
Hong Kong	507	543	(7%)	154	127	21%	661	670	(1%)	205	181	13%
India <sup>(6)</sup>	60	27	122%	202	183	10%	262	210	25%	208	186	12%
Indonesia	94	121	(22%)	167	113	48%	261	234	12%	176	125	41%
Japan	115	150	(23%)	30	27	11%	145	177	(18%)	42	42	0%
Korea	78	165	(53%)	211	223	(5%)	289	388	(26%)	219	240	(9%)
Malaysia	28	46	(39%)	99	87	14%	127	133	(5%)	102	92	11%
Singapore	341	684	(50%)	78	77	1%	419	761	(45%)	112	145	(23%)
Taiwan	153	149	3%	189	246	(23%)	342	395	(13%)	204	261	(22%)
Other <sup>(4)</sup>	18	40	(55%)	54	60	(10%)	72	100	(28%)	56	64	(13%)
<b>Total Asian Insurance Operations</b>	<b>1,457</b>	<b>1,978</b>	<b>(26%)</b>	<b>1,216</b>	<b>1,171</b>	<b>4%</b>	<b>2,673</b>	<b>3,149</b>	<b>(15%)</b>	<b>1,362</b>	<b>1,369</b>	<b>(1%)</b>
<b>Group Total</b>	<b>16,303</b>	<b>15,653</b>	<b>(2%)</b>	<b>1,494</b>	<b>1,438</b>	<b>4%</b>	<b>16,797</b>	<b>17,091</b>	<b>(2%)</b>	<b>3,024</b>	<b>3,003</b>	<b>1%</b>

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1b)</sup>			Asia <sup>(1b)</sup>			Total		
	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)
<b>Total Insurance Products</b>	7,183	6,879	4%	6,941	6,534	6%	2,673	2,901	(8%)	16,797	16,314	3%
<b>Total Investment Products Gross Inflows<sup>(2)</sup></b>	16,154	14,745	10%	36	60	(40%)	46,957	38,954	21%	63,147	53,759	17%
	<b>23,337</b>	<b>21,624</b>	<b>8%</b>	<b>6,977</b>	<b>6,594</b>	<b>6%</b>	<b>49,630</b>	<b>41,855</b>	<b>19%</b>	<b>79,944</b>	<b>70,073</b>	<b>14%</b>

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents <sup>(3)</sup>		
	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,600	1,399	14%	-	-	-	1,600	1,399	14%	160	140	14%
Direct and Partnership Annuities	703	842	(17%)	-	-	-	703	842	(17%)	70	84	(17%)
Intermediated Annuities	497	555	(10%)	-	-	-	497	555	(10%)	50	56	(11%)
<b>Total Individual Annuities</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>280</b>	<b>280</b>	<b>0%</b>
Income Drawdown <sup>(3)</sup>	75	34	121%	-	-	-	75	34	121%	8	3	167%
Equity Release	242	156	55%	-	-	-	242	156	55%	24	16	50%
Individual Pensions	115	38	203%	3	1	200%	118	39	203%	15	5	200%
Corporate Pensions	221	283	(22%)	88	84	5%	309	367	(16%)	110	112	(2%)
Unit Linked Bonds	109	243	(55%)	-	-	-	109	243	(55%)	11	24	(54%)
With-Profit Bonds	869	297	193%	-	-	-	869	297	193%	87	30	190%
Protection	-	-	-	6	5	20%	6	5	20%	6	5	20%
Offshore Products	551	434	27%	4	4	0%	555	438	27%	59	47	26%
Pru Health <sup>(12)</sup>	-	-	-	16	13	23%	16	13	23%	16	13	23%
<b>Total Retail Retirement</b>	<b>4,982</b>	<b>4,281</b>	<b>16%</b>	<b>117</b>	<b>107</b>	<b>9%</b>	<b>5,099</b>	<b>4,388</b>	<b>16%</b>	<b>615</b>	<b>535</b>	<b>15%</b>
Corporate Pensions	227	198	15%	116	115	1%	343	313	10%	139	135	3%
Other Products	132	190	(31%)	21	25	(16%)	153	215	(29%)	34	44	(23%)
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
<b>Total Mature Life and Pensions</b>	<b>512</b>	<b>531</b>	<b>(4%)</b>	<b>137</b>	<b>140</b>	<b>(2%)</b>	<b>649</b>	<b>671</b>	<b>(3%)</b>	<b>188</b>	<b>193</b>	<b>(3%)</b>
<b>Total Retail</b>	<b>5,494</b>	<b>4,812</b>	<b>14%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>5,748</b>	<b>5,059</b>	<b>14%</b>	<b>803</b>	<b>728</b>	<b>10%</b>
Wholesale Annuities	1,417	1,799	(21%)	-	-	-	1,417	1,799	(21%)	142	180	(21%)
Credit Life	18	21	(14%)	-	-	-	18	21	(14%)	2	2	0%
<b>Total UK Insurance Operations</b>	<b>6,929</b>	<b>6,632</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,183</b>	<b>6,879</b>	<b>4%</b>	<b>947</b>	<b>910</b>	<b>4%</b>
<b>Channel Summary</b>												
Direct and Partnership	2,352	2,385	(1%)	215	212	1%	2,567	2,597	(1%)	450	451	(0%)
Intermediated	2,990	2,284	(31%)	39	35	11%	3,029	2,319	31%	338	263	29%
Wholesale	1,434	1,820	(21%)	-	-	-	1,434	1,820	(21%)	143	182	(21%)
<b>Sub-Total</b>	<b>6,776</b>	<b>6,489</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,030</b>	<b>6,736</b>	<b>4%</b>	<b>932</b>	<b>896</b>	<b>4%</b>
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
<b>Total UK Insurance Operations</b>	<b>6,929</b>	<b>6,632</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,183</b>	<b>6,879</b>	<b>4%</b>	<b>947</b>	<b>910</b>	<b>4%</b>
<b>US Insurance Operations<sup>(1b)</sup></b>												
Fixed Annuities	1,724	573	201%	-	-	-	1,724	573	201%	172	57	202%
Fixed Index Annuities	501	446	12%	-	-	-	501	446	12%	50	45	11%
Variable Annuities	3,491	4,554	(23%)	-	-	-	3,491	4,554	(23%)	349	455	(23%)
Life	7	7	0%	24	19	26%	31	26	19%	25	20	25%
<b>Sub-Total Retail</b>	<b>5,723</b>	<b>5,580</b>	<b>3%</b>	<b>24</b>	<b>19</b>	<b>26%</b>	<b>5,747</b>	<b>5,599</b>	<b>3%</b>	<b>596</b>	<b>577</b>	<b>3%</b>
Guaranteed Investment Contracts	857	408	110%	-	-	-	857	408	110%	86	41	110%
GIC - Medium Term Note	337	527	(36%)	-	-	-	337	527	(36%)	34	53	(36%)
<b>Total US Insurance Operations</b>	<b>6,917</b>	<b>6,515</b>	<b>6%</b>	<b>24</b>	<b>19</b>	<b>26%</b>	<b>6,941</b>	<b>6,534</b>	<b>6%</b>	<b>716</b>	<b>671</b>	<b>7%</b>
<b>Asian Insurance Operations<sup>(1b)</sup></b>												
China <sup>(10)</sup>	63	45	40%	32	24	33%	95	69	38%	38	29	31%
Hong Kong	507	501	1%	154	117	32%	661	618	7%	205	167	23%
India <sup>(6)</sup>	60	26	131%	202	177	14%	262	203	29%	208	180	16%
Indonesia	94	118	(20%)	167	109	53%	261	227	15%	176	121	45%
Japan	115	122	(6%)	30	22	36%	145	144	1%	42	34	24%
Korea	78	179	(56%)	211	241	(12%)	289	420	(31%)	219	259	(15%)
Malaysia	28	41	(32%)	99	78	27%	127	119	7%	102	82	24%
Singapore	341	593	(42%)	78	67	16%	419	660	(37%)	112	126	(11%)
Taiwan	153	132	16%	189	218	(13%)	342	350	(2%)	204	231	(12%)
Other <sup>(4)</sup>	18	36	(50%)	54	55	(2%)	72	91	(21%)	56	59	(5%)
<b>Total Asian Insurance Operations</b>	<b>1,457</b>	<b>1,793</b>	<b>(19%)</b>	<b>1,216</b>	<b>1,108</b>	<b>10%</b>	<b>2,673</b>	<b>2,901</b>	<b>(8%)</b>	<b>1,362</b>	<b>1,287</b>	<b>6%</b>
<b>Group Total</b>	<b>15,303</b>	<b>14,940</b>	<b>2%</b>	<b>1,494</b>	<b>1,374</b>	<b>9%</b>	<b>16,797</b>	<b>16,314</b>	<b>3%</b>	<b>3,024</b>	<b>2,868</b>	<b>5%</b>

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

## INVESTMENT OPERATIONS

2008	Gross Inflows	Redemptions	Net Inflows	Opening FUM	Closing FUM	Variance %
	£m	£m	£m	£m	£m	
<b>M&amp;G<sup>(9)</sup></b>						
Retail	9,040	(6,945)	2,095	22,320	19,142	(14%)
Institutional <sup>(5)</sup>	7,114	(5,802)	1,312	28,901	27,855	(4%)
<b>Total M&amp;G</b>	<b>16,154</b>	<b>(12,747)</b>	<b>3,407</b>	<b>51,221</b>	<b>46,997</b>	<b>(8%)</b>
<b>Asia<sup>(9)</sup></b>						
India	968	(1,100)	(132)	2,493	1,567	(37%)
Taiwan	992	(947)	45	2,016	1,156	(43%)
Korea	1,413	(1,317)	96	3,031	1,878	(38%)
Japan	1,070	(857)	213	7,359	3,211	(56%)
Other Mutual Fund Operations <sup>(11)</sup>	1,602	(1,145)	457	3,492	2,758	(21%)
<b>Total Asian Equity/Bond/Othe</b>	<b>6,045</b>	<b>(5,366)</b>	<b>679</b>	<b>18,391</b>	<b>10,570</b>	<b>(43%)</b>
<b>MMF</b>						
India	33,896	(34,072)	(176)	1,596	1,562	(2%)
Taiwan	4,047	(3,610)	437	863	1,421	65%
Korea	1,933	(1,955)	(22)	494	474	(4%)
Other Mutual Fund Operations	780	(727)	53	345	416	21%
<b>Total Asian MMF</b>	<b>40,656</b>	<b>(40,364)</b>	<b>292</b>	<b>3,288</b>	<b>3,873</b>	<b>18%</b>
<b>Total Asia Retail Mutual Fund:</b>	<b>46,701</b>	<b>(45,730)</b>	<b>971</b>	<b>21,679</b>	<b>14,443</b>	<b>(33%)</b>
<b>Third Party Institutional Mandate:</b>	<b>256</b>	<b>(372)</b>	<b>(116)</b>	<b>1,547</b>	<b>789</b>	<b>(49%)</b>
<b>Total Asian Investment Operation:</b>	<b>46,957</b>	<b>(46,102)</b>	<b>855</b>	<b>23,226</b>	<b>15,232</b>	<b>(34%)</b>
<b>US</b>						
Retail	36	(32)	4	76	50	(34%)
<b>Total US</b>	<b>36</b>	<b>(32)</b>	<b>4</b>	<b>76</b>	<b>50</b>	<b>(34%)</b>
<b>Total Investment Products</b>	<b>63,147</b>	<b>(58,881)</b>	<b>4,266</b>	<b>74,523</b>	<b>62,279</b>	<b>(16%)</b>
<b>2007</b>						
<b>M&amp;G</b>						
Retail	8,690	(5,970)	2,720			
Institutional <sup>(5)</sup>	6,055	(3,817)	2,238			
<b>Total M&amp;G</b>	<b>14,745</b>	<b>(9,787)</b>	<b>4,958</b>			
<b>Asia<sup>(9)</sup></b>						
India	1,196	(1,080)	116			
Taiwan	2,117	(1,726)	391			
Korea	2,115	(2,352)	(237)			
Japan	2,913	(1,469)	1,444			
Other Mutual Fund Operations <sup>(11)</sup>	2,283	(1,623)	660			
<b>Total Asia Equity/Bond/Othe</b>	<b>10,624</b>	<b>(8,250)</b>	<b>2,374</b>			
<b>MMF</b>						
India	24,968	(24,172)	796			
Taiwan	2,563	(2,384)	179			
Korea	2,023	(2,137)	(114)			
Other Mutual Fund Operations	482	(359)	123			
<b>Total Asian MMF</b>	<b>30,036</b>	<b>(29,052)</b>	<b>984</b>			
<b>Total Asia Retail Mutual Fund:</b>	<b>40,660</b>	<b>(37,302)</b>	<b>3,358</b>			
<b>Third Party Institutional Mandates</b>	<b>215</b>	<b>(118)</b>	<b>97</b>			
<b>Total Asian Investment Operation:</b>	<b>40,875</b>	<b>(37,420)</b>	<b>3,455</b>			
<b>US</b>						
Retail	65	(4)	61			
<b>Total US</b>	<b>65</b>	<b>(4)</b>	<b>61</b>			
<b>Total Investment Products</b>	<b>55,685</b>	<b>(47,211)</b>	<b>8,474</b>			
<b>2008 Movement Relative to 2007</b>						
<b>M&amp;G</b>						
Retail	4%	(16%)	(23%)			
Institutional <sup>(5)</sup>	17%	(52%)	(41%)			
<b>Total M&amp;G</b>	<b>10%</b>	<b>(30%)</b>	<b>(31%)</b>			
<b>Asia<sup>(9)</sup></b>						
India	(19%)	(2%)	(214%)			
Taiwan	(53%)	45%	(88%)			
Korea	(33%)	44%	141%			
Japan	(63%)	42%	(85%)			
Other Mutual Fund Operations <sup>(11)</sup>	(30%)	29%	(31%)			
<b>Total Asia Equity/Bond/Othe</b>	<b>(43%)</b>	<b>35%</b>	<b>(71%)</b>			
<b>MMF</b>						
India	36%	(41%)	(122%)			
Taiwan	58%	(51%)	144%			
Korea	(4%)	9%	81%			
Other Mutual Fund Operations	62%	(103%)	(57%)			
<b>Total Asian MMF</b>	<b>35%</b>	<b>(38%)</b>	<b>(78%)</b>			
<b>Total Asian Retail Mutual Fund:</b>	<b>15%</b>	<b>(23%)</b>	<b>(71%)</b>			
<b>Third Party Institutional Mandate:</b>	<b>19%</b>	<b>(215%)</b>	<b>(220%)</b>			
<b>Total Asian Investment Operation:</b>	<b>15%</b>	<b>(23%)</b>	<b>(78%)</b>			
<b>US</b>						
Retail	(45%)	(700%)	(93%)			
<b>Total US</b>	<b>(45%)</b>	<b>(700%)</b>	<b>(93%)</b>			
<b>Total Investment Products</b>	<b>13%</b>	<b>(25%)</b>	<b>(50%)</b>			
<b>US<sup>(7)</sup></b>				<b>2008 Q4</b>	<b>2007 Q4</b>	<b>+/- (%)</b>
<b>Curian Capital</b>				<b>YTD</b>	<b>YTD</b>	
External Funds Under Administration				£m	£m	
				1,818	2,413	(25%)

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

## INVESTMENT OPERATIONS

	Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Market & Currency Movements	Net Movement In FUM	Closing FUM
	£m	£m	£m	£m	£m	£m	£m	£m
<b>2008</b>								
<b>M&amp;G<sup>(9)</sup></b>								
Retail	22,320	9,040	(6,945)	2,095	-	(5,273)	(3,178)	19,142
Institutional <sup>(5)</sup>	28,901	7,114	(5,802)	1,312	91	(2,449)	(1,046)	27,855
<b>Total M&amp;G</b>	<b>51,221</b>	<b>16,154</b>	<b>(12,747)</b>	<b>3,407</b>	<b>91</b>	<b>(7,722)</b>	<b>(4,224)</b>	<b>46,897</b>
<b>Asia<sup>(9)</sup></b>								
India	2,225	968	(1,100)	(132)	(104)	(422)	(658)	1,567
Taiwan	1,476	992	(947)	45	-	(365)	(320)	1,156
Korea	2,946	1,413	(1,317)	96	(177)	(987)	(1,068)	1,878
Japan	4,313	1,070	(857)	213	-	(1,315)	(1,102)	3,211
Other Mutual Fund Operations <sup>(11)</sup>	2,537	1,602	(1,145)	457	(13)	(223)	221	2,758
<b>Total Asia Equity/Bond/Othe</b>	<b>13,497</b>	<b>6,045</b>	<b>(5,366)</b>	<b>679</b>	<b>(294)</b>	<b>(3,312)</b>	<b>(2,927)</b>	<b>10,570</b>
<b>MMF</b>								
India	1,416	33,896	(34,072)	(176)	16	306	146	1,562
Taiwan	632	4,047	(3,810)	437	-	352	789	1,421
Korea	480	1,933	(1,955)	(22)	(21)	37	(6)	474
Other Mutual Fund Operations	252	780	(727)	53	-	111	164	416
<b>Total Asia MMF</b>	<b>2,780</b>	<b>40,656</b>	<b>(40,364)</b>	<b>292</b>	<b>(5)</b>	<b>806</b>	<b>1,093</b>	<b>3,873</b>
<b>Total Asia Retail Mutual Fund:</b>	<b>16,277</b>	<b>46,701</b>	<b>(45,730)</b>	<b>971</b>	<b>(299)</b>	<b>(2,506)</b>	<b>(1,834)</b>	<b>14,443</b>
Third Party Institutional Mandates	1,116	256	(372)	(116)	-	(211)	(327)	789
<b>Total Asia Investment Operation:</b>	<b>17,393</b>	<b>46,957</b>	<b>(46,102)</b>	<b>855</b>	<b>(299)</b>	<b>(2,717)</b>	<b>(2,161)</b>	<b>15,232</b>
<b>US</b>								
Retail	55	36	(32)	4	4	(13)	(5)	50
<b>Total US</b>	<b>55</b>	<b>36</b>	<b>(32)</b>	<b>4</b>	<b>4</b>	<b>(13)</b>	<b>(5)</b>	<b>50</b>
<b>Total Investment Products</b>	<b>68,669</b>	<b>63,147</b>	<b>(58,881)</b>	<b>4,266</b>	<b>(204)</b>	<b>(10,452)</b>	<b>(6,390)</b>	<b>62,279</b>
<b>2007</b>								
<b>M&amp;G</b>								
Retail	19,176	8,690	(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	2,288	(2,544)	(266)	(235)	485	(6)	2,946
Japan	2,816	2,374	(1,188)	1,176	-	321	1,497	4,313
Other Mutual Fund Operations <sup>(11)</sup>	1,488	2,011	(1,429)	582	54	433	1,069	2,537
<b>Total Asia 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	-	-	119	252
<b>Total Asia 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>2,285</b>	<b>4,864</b>	<b>16,277</b>
Third Party Institutional Mandate:	840	188	(103)	85	-	191	276	1,116
<b>Total Asia Investment Operation:</b>	<b>12,253</b>	<b>38,954</b>	<b>(35,993)</b>	<b>2,961</b>	<b>(277)</b>	<b>2,466</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>68,669</b>
<b>2008 Movement Relative to 2007</b>								
<b>M&amp;G</b>								
Retail	16%	4%	(16%)	(23%)	-	(1,344%)	(201%)	(14%)
Institutional <sup>(5)</sup>	12%	17%	(52%)	(41%)	137%	(315%)	(133%)	(4%)
<b>Total M&amp;G</b>	<b>14%</b>	<b>10%</b>	<b>(30%)</b>	<b>(31%)</b>	<b>137%</b>	<b>(594%)</b>	<b>(167%)</b>	<b>(8%)</b>
<b>Asia<sup>(9)</sup></b>								
India	72%	(16%)	(5%)	(218%)	(154%)	(167%)	(170%)	(30%)
Taiwan	52%	(47%)	38%	(87%)	-	(328%)	(163%)	(22%)
Korea	(0%)	(38%)	48%	138%	25%	(304%)	(17,700%)	(36%)
Japan	53%	(55%)	28%	(82%)	-	(510%)	(174%)	(25%)
Other Mutual Fund Operations <sup>(11)</sup>	73%	(20%)	20%	(21%)	(124%)	(152%)	(79%)	9%
<b>Total Asia Equity/Bond/Othe</b>	<b>42%</b>	<b>(38%)</b>	<b>31%</b>	<b>(65%)</b>	<b>(2,773%)</b>	<b>(263%)</b>	<b>(173%)</b>	<b>(22%)</b>
<b>MMF</b>								
India	100%	40%	(46%)	(123%)	106%	51%	(79%)	10%
Taiwan	35%	78%	(71%)	175%	-	5,767%	378%	125%
Korea	(21%)	(12%)	15%	82%	0%	147%	95%	(1%)
Other Mutual Fund Operations	89%	84%	(130%)	(51%)	-	909%	38%	65%
<b>Total Asia MMF</b>	<b>45%</b>	<b>40%</b>	<b>(43%)</b>	<b>(68%)</b>	<b>98%</b>	<b>243%</b>	<b>27%</b>	<b>39%</b>
<b>Total Asia Retail Mutual Fund:</b>	<b>43%</b>	<b>20%</b>	<b>(27%)</b>	<b>(66%)</b>	<b>(8%)</b>	<b>(211%)</b>	<b>(138%)</b>	<b>(11%)</b>
Third Party Institutional Mandate:	33%	36%	(261%)	(236%)	-	(210%)	(218%)	(29%)
<b>Total Asia Investment Operation:</b>	<b>42%</b>	<b>21%</b>	<b>(28%)</b>	<b>(71%)</b>	<b>(8%)</b>	<b>(211%)</b>	<b>(142%)</b>	<b>(12%)</b>
<b>US</b>								
Retail	-	(40%)	(700%)	(93%)	-	(1,200%)	(109%)	(9%)
<b>Total US</b>	<b>-</b>	<b>(40%)</b>	<b>(700%)</b>	<b>(93%)</b>	<b>-</b>	<b>(1,200%)</b>	<b>(109%)</b>	<b>(9%)</b>
<b>Total Investment Products</b>	<b>20%</b>	<b>17%</b>	<b>(29%)</b>	<b>(47%)</b>	<b>61%</b>	<b>(360%)</b>	<b>(156%)</b>	<b>(9%)</b>
<b>US</b>						<b>2008 Q4</b>	<b>2007 Q4</b>	
<b>Curian Capital</b>						<b>YTD</b>	<b>YTD</b>	<b>+/- (%)</b>
External Funds Under Administration						<b>£m</b>	<b>£m</b>	
						1,818	1,743	4%



## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2008 VERSUS QUARTER 4 2007

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents		
	Q4 2008 £m	Q4 2007 £m	+/- (%)	Q4 2008 £m	Q4 2007 £m	+/- (%)	Q4 2008 £m	Q4 2007 £m	+/- (%)	Q4 2008 £m	Q4 2007 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	471	369	28%	-	-	-	471	369	28%	47	37	27%
Direct and Partnership Annuities	153	184	(17%)	-	-	-	153	184	(17%)	15	18	(17%)
Intermediated Annuities	96	126	(24%)	-	-	-	96	126	(24%)	10	13	(23%)
<b>Total Individual Annuities</b>	<b>720</b>	<b>679</b>	<b>6%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>720</b>	<b>679</b>	<b>6%</b>	<b>72</b>	<b>68</b>	<b>6%</b>
Income Drawdown <sup>(13)</sup>	21	14	50%	-	-	-	21	14	50%	2	1	100%
Equity Release	54	48	13%	-	-	-	54	48	13%	5	5	0%
Individual Pensions	63	11	473%	1	-	-	64	11	482%	7	1	600%
Corporate Pensions	67	162	(59%)	24	26	(8%)	91	188	(52%)	31	42	(26%)
Unit Linked Bonds	21	43	(51%)	-	-	-	21	43	(51%)	2	4	(50%)
With-Profit Bonds	218	114	91%	-	-	-	218	114	91%	22	11	100%
Protection	-	-	-	2	2	0%	2	2	0%	2	2	0%
Offshore Products	104	129	(19%)	1	1	0%	105	130	(19%)	11	14	(21%)
Pru Health <sup>(12)</sup>	-	-	-	2	3	(33%)	2	3	(33%)	2	3	(33%)
<b>Total Retail Retirement</b>	<b>1,268</b>	<b>1,200</b>	<b>6%</b>	<b>30</b>	<b>32</b>	<b>(6%)</b>	<b>1,298</b>	<b>1,232</b>	<b>5%</b>	<b>157</b>	<b>152</b>	<b>3%</b>
Corporate Pensions <sup>(14)</sup>	-	30	-	28	29	(3%)	28	59	(53%)	28	32	(13%)
Other Products	19	47	(60%)	4	5	(20%)	23	52	(56%)	6	10	(40%)
DWP Rebates	50	14	257%	-	-	-	50	14	257%	5	1	400%
<b>Total Mature Life and Pensions</b>	<b>69</b>	<b>91</b>	<b>(24%)</b>	<b>32</b>	<b>34</b>	<b>(6%)</b>	<b>101</b>	<b>125</b>	<b>(19%)</b>	<b>39</b>	<b>43</b>	<b>(9%)</b>
<b>Total Retail</b>	<b>1,337</b>	<b>1,291</b>	<b>4%</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,399</b>	<b>1,357</b>	<b>3%</b>	<b>196</b>	<b>195</b>	<b>1%</b>
Wholesale Annuities	47	1,754	(97%)	-	-	-	47	1,754	(97%)	5	175	(97%)
Credit Life	7	4	75%	-	-	-	7	4	75%	1	-	-
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>3,049</b>	<b>(54%)</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,453</b>	<b>3,115</b>	<b>(53%)</b>	<b>201</b>	<b>371</b>	<b>(46%)</b>
<b>Channel Summary</b>												
Direct and Partnership	623	648	(4%)	54	59	(8%)	677	707	(4%)	116	124	(6%)
Intermediated	664	627	6%	8	7	14%	672	634	6%	74	70	6%
Wholesale	54	1,760	(97%)	-	-	-	54	1,760	(97%)	5	176	(97%)
<b>Sub-Total</b>	<b>1,341</b>	<b>3,035</b>	<b>(56%)</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,403</b>	<b>3,101</b>	<b>(55%)</b>	<b>196</b>	<b>370</b>	<b>(47%)</b>
DWP Rebates	50	14	257%	-	-	-	50	14	257%	5	1	400%
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>3,049</b>	<b>(54%)</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,453</b>	<b>3,115</b>	<b>(53%)</b>	<b>201</b>	<b>371</b>	<b>(46%)</b>
<b>US Insurance Operations<sup>(15)(8)</sup></b>												
Fixed Annuities	583	152	284%	-	-	-	583	152	284%	58	15	287%
Fixed Index Annuities	184	104	77%	-	-	-	184	104	77%	18	10	80%
Variable Annuities	895	1,137	(21%)	-	-	-	895	1,137	(21%)	90	114	(21%)
Life	1	2	(50%)	6	6	0%	7	8	(13%)	6	6	0%
<b>Sub-Total Retail</b>	<b>1,663</b>	<b>1,395</b>	<b>19%</b>	<b>6</b>	<b>6</b>	<b>0%</b>	<b>1,669</b>	<b>1,401</b>	<b>19%</b>	<b>172</b>	<b>146</b>	<b>18%</b>
Guaranteed Investment Contracts	42	148	(72%)	-	-	-	42	148	(72%)	4	15	(73%)
GIC - Medium Term Note	16	(4)	500%	-	-	-	16	(4)	500%	2	-	-
<b>Total US Insurance Operations</b>	<b>1,721</b>	<b>1,539</b>	<b>12%</b>	<b>6</b>	<b>6</b>	<b>0%</b>	<b>1,727</b>	<b>1,545</b>	<b>12%</b>	<b>178</b>	<b>160</b>	<b>11%</b>
<b>Asian Insurance Operations<sup>(15)(8)</sup></b>												
China <sup>(10)</sup>	16	18	(11%)	9	8	13%	25	26	(4%)	11	10	10%
Hong Kong	47	178	(74%)	41	35	17%	88	213	(59%)	46	53	(13%)
India <sup>(9)</sup>	7	6	17%	34	53	(36%)	41	59	(31%)	35	54	(35%)
Indonesia	9	53	(83%)	46	38	21%	55	91	(40%)	47	43	9%
Japan	21	40	(48%)	6	6	0%	27	46	(41%)	8	10	(20%)
Korea	15	60	(75%)	35	61	(43%)	50	121	(59%)	37	67	(45%)
Malaysia	6	21	(71%)	35	29	21%	41	50	(18%)	36	31	16%
Singapore	35	168	(79%)	22	21	5%	57	189	(70%)	26	38	(32%)
Taiwan	10	33	(70%)	70	36	94%	80	69	16%	71	39	82%
Other <sup>(4)</sup>	4	15	(73%)	14	22	(36%)	18	37	(51%)	14	24	(42%)
<b>Total Asian Insurance Operations</b>	<b>170</b>	<b>592</b>	<b>(71%)</b>	<b>312</b>	<b>309</b>	<b>1%</b>	<b>482</b>	<b>901</b>	<b>(47%)</b>	<b>329</b>	<b>368</b>	<b>(11%)</b>
<b>Group Total</b>	<b>3,282</b>	<b>5,180</b>	<b>(37%)</b>	<b>380</b>	<b>381</b>	<b>(0%)</b>	<b>3,662</b>	<b>5,561</b>	<b>(34%)</b>	<b>708</b>	<b>899</b>	<b>(21%)</b>

## 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>M&amp;G<sup>(9)</sup></b>	Q4 2008	48,994	4,040	(4,775)	(735)	110	(2,372)	(2,997)	46,997
	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	72	1,314	51,221
	+/- (%)	9%	3%	(86%)	(154%)	189%	(3,394%)	(328%)	(8%)
<b>Asia Retail Mutual Funds<sup>(15)</sup></b>	Q4 2008	13,594	12,529	(12,618)	(89)	(6)	844	849	14,443
	Q4 2007	15,120	10,842	(10,346)	496	(125)	786	1,157	16,277
	+/- (%)	(10%)	16%	(22%)	(118%)	95%	20%	(27%)	(11%)
<b>Asia Third Party</b>	Q4 2008	755	16	(24)	(8)	-	42	34	789
	Q4 2007	980	167	(76)	91	-	45	136	1,116
	+/- (%)	(23%)	(90%)	68%	(109%)	-	(7%)	(75%)	(29%)
<b>US Retail Mutual Funds</b>	Q4 2008	58	4	(8)	(4)	2	(6)	(8)	50
	Q4 2007	32	27	(2)	25	-	(2)	23	55
	+/- (%)	81%	(85%)	(300%)	(116%)	-	(200%)	(135%)	(9%)
<b>Total Investment Products</b>	Q4 2008	64,401	16,589	(17,425)	(836)	106	(1,392)	(2,122)	62,279
	Q4 2007	66,039	14,969	(12,992)	1,977	(248)	901	2,630	68,669
	+/- (%)	(2%)	11%	(34%)	(142%)	143%	(254%)	(181%)	(9%)

## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2008 VERSUS QUARTER 3 2008

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents		
	Q4 2008 £m	Q 3 2008 £m	+/- (%)	Q4 2008 £m	Q 3 2008 £m	+/- (%)	Q4 2008 £m	Q 3 2008 £m	+/- (%)	Q4 2008 £m	Q 3 2008 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	471	408	15%	-	-	-	471	408	15%	47	41	15%
Direct and Partnership Annuities	153	177	(14%)	-	-	-	153	177	(14%)	15	18	(17%)
Intermediated Annuities	96	116	(17%)	-	-	-	96	116	(17%)	10	12	(17%)
<b>Total Individual Annuities</b>	<b>720</b>	<b>701</b>	<b>3%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>720</b>	<b>701</b>	<b>3%</b>	<b>72</b>	<b>70</b>	<b>3%</b>
Income Drawdown <sup>(13)</sup>	21	24	(13%)	-	-	-	21	24	(13%)	2	2	0%
Equity Release	54	71	(24%)	-	-	-	54	71	(24%)	5	7	(29%)
Individual Pensions	63	20	215%	1	1	0%	64	21	205%	7	3	133%
Corporate Pensions	67	60	12%	24	26	(8%)	91	86	6%	31	32	(3%)
Unit Linked Bonds	21	21	0%	-	-	-	21	21	0%	2	2	0%
With-Profit Bonds	218	233	(6%)	-	-	-	218	233	(6%)	22	23	(4%)
Protection	-	-	-	2	1	100%	2	1	100%	2	1	100%
Offshore Products	104	126	(17%)	1	1	0%	105	127	(17%)	11	14	(21%)
Pru Health <sup>(12)</sup>	-	-	-	2	6	(67%)	2	6	(67%)	2	6	(67%)
<b>Total Retail Retirement</b>	<b>1,268</b>	<b>1,256</b>	<b>1%</b>	<b>30</b>	<b>35</b>	<b>(14%)</b>	<b>1,298</b>	<b>1,291</b>	<b>1%</b>	<b>157</b>	<b>161</b>	<b>(2%)</b>
Corporate Pensions <sup>(14)</sup>	-	54	-	28	26	8%	28	80	(65%)	28	31	(10%)
Other Products	19	36	(47%)	4	6	(33%)	23	42	(45%)	6	10	(40%)
DWP Rebates	50	-	-	-	-	-	50	-	-	5	-	-
<b>Total Mature Life and Pensions</b>	<b>69</b>	<b>90</b>	<b>(23%)</b>	<b>32</b>	<b>32</b>	<b>0%</b>	<b>101</b>	<b>122</b>	<b>(17%)</b>	<b>39</b>	<b>41</b>	<b>(5%)</b>
<b>Total Retail</b>	<b>1,337</b>	<b>1,346</b>	<b>(1%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,399</b>	<b>1,413</b>	<b>(1%)</b>	<b>196</b>	<b>202</b>	<b>(3%)</b>
Wholesale Annuities	47	1,063	(96%)	-	-	-	47	1,063	(96%)	5	106	(95%)
Credit Life	7	4	75%	-	-	-	7	4	75%	1	-	-
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>2,413</b>	<b>(42%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,453</b>	<b>2,480</b>	<b>(41%)</b>	<b>201</b>	<b>308</b>	<b>(35%)</b>
<b>Channel Summary</b>												
Direct and Partnership	623	582	7%	54	55	(2%)	677	637	6%	116	113	3%
Intermediated	664	764	(13%)	8	12	(33%)	672	776	(13%)	74	88	(16%)
Wholesale	54	1,067	(95%)	-	-	-	54	1,067	(95%)	5	107	(95%)
<b>Sub-Total</b>	<b>1,341</b>	<b>2,413</b>	<b>(44%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,403</b>	<b>2,480</b>	<b>(43%)</b>	<b>196</b>	<b>308</b>	<b>(36%)</b>
DWP Rebates	50	-	-	-	-	-	50	-	-	5	-	-
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>2,413</b>	<b>(42%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,453</b>	<b>2,480</b>	<b>(41%)</b>	<b>201</b>	<b>308</b>	<b>(35%)</b>
<b>US Insurance Operations<sup>(15)(8)</sup></b>												
Fixed Annuities	583	506	15%	-	-	-	583	506	15%	58	51	14%
Fixed Index Annuities	184	121	52%	-	-	-	184	121	52%	18	12	50%
Variable Annuities	895	799	12%	-	-	-	895	799	12%	90	80	13%
Life	1	2	(50%)	6	7	(14%)	7	9	(22%)	6	7	(14%)
<b>Sub-Total Retail</b>	<b>1,663</b>	<b>1,428</b>	<b>16%</b>	<b>6</b>	<b>7</b>	<b>(14%)</b>	<b>1,669</b>	<b>1,435</b>	<b>16%</b>	<b>172</b>	<b>150</b>	<b>15%</b>
Guaranteed Investment Contracts	42	310	(86%)	-	-	-	42	310	(86%)	4	31	(87%)
GIC - Medium Term Note	16	5	220%	-	-	-	16	5	220%	2	1	100%
<b>Total US Insurance Operations</b>	<b>1,721</b>	<b>1,743</b>	<b>(1%)</b>	<b>6</b>	<b>7</b>	<b>(14%)</b>	<b>1,727</b>	<b>1,750</b>	<b>(1%)</b>	<b>178</b>	<b>181</b>	<b>(2%)</b>
<b>Asian Insurance Operations<sup>(15)(8)</sup></b>												
China <sup>(10)</sup>	16	12	33%	9	8	13%	25	20	25%	11	9	22%
Hong Kong	47	114	(59%)	41	35	17%	88	149	(41%)	46	46	0%
India <sup>(6)</sup>	7	13	(46%)	34	46	(26%)	41	59	(31%)	35	47	(26%)
Indonesia	9	17	(47%)	46	40	15%	55	57	(4%)	47	42	12%
Japan	21	26	(19%)	6	3	100%	27	29	(7%)	8	6	33%
Korea	15	13	15%	35	58	(40%)	41	71	(30%)	37	59	(37%)
Malaysia	6	8	(25%)	35	26	35%	50	34	21%	36	27	33%
Singapore	35	30	17%	22	19	16%	57	49	16%	26	22	18%
Taiwan	10	13	(23%)	70	35	100%	80	48	67%	71	36	97%
Other <sup>(4)</sup>	4	4	0%	14	11	27%	18	15	20%	14	11	27%
<b>Total Asian Insurance Operations</b>	<b>170</b>	<b>250</b>	<b>(32%)</b>	<b>312</b>	<b>281</b>	<b>11%</b>	<b>482</b>	<b>531</b>	<b>(9%)</b>	<b>329</b>	<b>306</b>	<b>8%</b>
<b>Group Total</b>	<b>3,282</b>	<b>4,406</b>	<b>(26%)</b>	<b>380</b>	<b>355</b>	<b>7%</b>	<b>3,662</b>	<b>4,761</b>	<b>(23%)</b>	<b>708</b>	<b>796</b>	<b>(11%)</b>

## 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>M&amp;G<sup>(5)</sup></b>	Q4 2008	49,994	4,040	(4,775)	(735)	110	(2,372)	(2,997)	46,997
	Q3 2008	51,699	4,623	(2,918)	1,705	-	(3,410)	(1,705)	49,994
	+/- (%)	(3%)	(13%)	(64%)	(143%)	-	30%	(76%)	(6%)
<b>Asia Retail Mutual Funds<sup>(15)</sup></b>	Q4 2008	13,594	12,529	(12,618)	(89)	(6)	944	849	14,443
	Q3 2008	14,845	11,552	(12,213)	(661)	(23)	(567)	(1,251)	13,594
	+/- (%)	(8%)	8%	(3%)	87%	74%	266%	168%	6%
<b>Asia Third Party</b>	Q4 2008	755	16	(24)	(8)	-	42	34	789
	Q3 2008	841	17	(46)	(29)	-	(57)	(86)	755
	+/- (%)	(10%)	(6%)	48%	72%	-	174%	140%	5%
<b>US Retail Mutual Funds</b>	Q4 2008	58	4	(8)	(4)	2	(6)	(8)	50
	Q3 2008	62	5	(9)	(4)	1	(1)	(4)	58
	+/- (%)	(6%)	(20%)	11%	0%	100%	(500%)	(100%)	(14%)
<b>Total Investment Products</b>	Q4 2008	64,401	16,589	(17,425)	(836)	106	(1,392)	(2,122)	62,279
	Q3 2008	67,447	16,197	(15,186)	1,011	(22)	(4,035)	(3,046)	64,401
	+/- (%)	(5%)	2%	(15%)	(183%)	582%	66%	30%	(3%)

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1a)</sup>			Asia <sup>(1a)</sup>			Total		
	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)
Total Insurance Products	7,183	6,879	4%	6,941	7,063	(2%)	2,673	3,149	(15%)	16,797	17,091	(2%)
Total Investment Products Gross Inflows <sup>(2)</sup>	16,154	14,745	10%	36	65	(45%)	46,957	40,875	15%	63,147	55,685	13%
	23,337	21,624	8%	6,977	7,128	(2%)	49,630	44,024	13%	79,944	72,776	10%

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,600	1,399	14%	-	-	-	1,600	1,399	14%	1,600	1,399	14%
Direct and Partnership Annuities	703	842	(17%)	-	-	-	703	842	(17%)	703	842	(17%)
Intermediated Annuities	497	555	(10%)	-	-	-	497	555	(10%)	497	555	(10%)
<b>Total Individual Annuities</b>	2,800	2,796	0%	-	-	-	2,800	2,796	0%	2,800	2,796	0%
Income Drawdown <sup>(13)</sup>	75	34	121%	-	-	-	75	34	121%	75	34	121%
Equity Release	242	156	55%	-	-	-	242	156	55%	242	156	55%
Individual Pensions	115	38	203%	3	1	200%	118	39	203%	124	42	195%
Corporate Pensions	221	283	(22%)	88	84	5%	309	367	(16%)	645	737	(12%)
Unit Linked Bonds	109	243	(55%)	-	-	-	109	243	(55%)	109	243	(55%)
With-Profit Bonds	869	297	193%	-	-	-	869	297	193%	869	297	193%
Protection	-	-	-	6	5	20%	6	5	20%	38	26	46%
Offshore Products	551	434	27%	4	4	0%	555	438	27%	573	455	26%
Pru Health <sup>(12)</sup>	-	-	-	16	13	23%	16	13	23%	146	107	36%
<b>Total Retail Retirement</b>	4,982	4,281	16%	117	107	9%	5,099	4,388	16%	5,621	4,893	15%
Corporate Pensions	227	198	15%	116	115	1%	343	313	10%	653	604	8%
Other Products	132	190	(31%)	21	25	(16%)	153	215	(29%)	219	276	(21%)
DWP Rebates	153	143	7%	-	-	-	153	143	7%	153	143	7%
<b>Total Mature Life and Pensions</b>	512	531	(4%)	137	140	(2%)	649	671	(3%)	1,025	1,023	0%
<b>Total Retail</b>	5,494	4,812	14%	254	247	3%	5,748	5,059	14%	6,646	5,916	12%
Wholesale Annuities	1,417	1,799	(21%)	-	-	-	1,417	1,799	(21%)	1,417	1,799	(21%)
Credit Life	18	21	(14%)	-	-	-	18	21	(14%)	18	21	(14%)
<b>Total UK Insurance Operations</b>	6,929	6,632	4%	254	247	3%	7,183	6,879	4%	8,081	7,736	4%
<b>Channel Summary</b>												
Direct and Partnership	2,352	2,385	(1%)	215	212	1%	2,567	2,597	(1%)	3,268	3,312	(1%)
Intermediated	2,990	2,284	31%	39	35	11%	3,029	2,319	31%	3,227	2,460	31%
Wholesale	1,434	1,820	(21%)	-	-	-	1,434	1,820	(21%)	1,434	1,820	(21%)
<b>Sub-Total</b>	6,776	6,489	4%	254	247	3%	7,030	6,736	4%	7,929	7,592	4%
DWP Rebates	153	143	7%	-	-	-	153	143	7%	153	143	7%
<b>Total UK Insurance Operations</b>	6,929	6,632	4%	254	247	3%	7,183	6,879	4%	8,081	7,736	4%
<b>US Insurance Operations<sup>(1a)</sup></b>												
Fixed Annuities	1,724	619	179%	-	-	-	1,724	619	179%	1,724	619	179%
Fixed Index Annuities	501	483	4%	-	-	-	501	483	4%	501	483	4%
Variable Annuities	3,491	4,922	(29%)	-	-	-	3,491	4,922	(29%)	3,491	4,922	(29%)
Life	7	8	(13%)	24	20	20%	31	28	11%	230	170	35%
<b>Sub-Total Retail</b>	5,723	6,032	(5%)	24	20	20%	5,747	6,052	(5%)	5,946	6,194	(4%)
Guaranteed Investment Contracts	857	441	94%	-	-	-	857	441	94%	857	441	94%
GIC - Medium Term Note	337	570	(41%)	-	-	-	337	570	(41%)	337	570	(41%)
<b>Total US Insurance Operations</b>	6,917	7,043	(2%)	24	20	20%	6,941	7,063	(2%)	7,140	7,205	(1%)
<b>Asian Insurance Operations<sup>(1a)</sup></b>												
China <sup>(10)</sup>	63	53	19%	32	28	14%	95	81	17%	230	197	17%
Hong Kong	507	543	(7%)	154	127	21%	661	670	(1%)	1,612	1,295	24%
India <sup>(6)</sup>	60	27	122%	202	183	10%	262	210	25%	747	752	(1%)
Indonesia	94	121	(22%)	167	113	48%	261	234	12%	649	509	28%
Japan	115	150	(23%)	30	27	11%	145	177	(18%)	217	263	(17%)
Korea	78	165	(53%)	211	223	(5%)	289	388	(26%)	1,097	1,171	(6%)
Malaysia	28	46	(39%)	99	87	14%	127	133	(5%)	570	528	8%
Singapore	341	684	(50%)	78	77	1%	419	761	(45%)	961	1,208	(20%)
Taiwan	153	149	3%	189	246	(23%)	342	395	(13%)	1,037	1,265	(18%)
Other <sup>(4)</sup>	18	40	(55%)	54	60	(10%)	72	100	(28%)	188	219	(14%)
<b>Total Asian Insurance Operations</b>	1,457	1,978	(26%)	1,216	1,171	4%	2,673	3,149	(15%)	7,308	7,407	(1%)
<b>Group Total</b>	16,303	15,653	(2%)	1,494	1,438	4%	16,797	17,091	(2%)	22,529	22,348	1%

## PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US <sup>(1b)</sup>			Asia <sup>(1b)</sup>			Total		
	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)
Total Insurance Products	7,183	6,879	4%	6,941	6,534	6%	2,673	2,901	(8%)	16,797	16,314	3%
Total Investment Products Gross Inflows <sup>(2)</sup>	16,154	14,745	10%	36	60	(40%)	46,957	38,954	21%	63,147	53,759	17%
	23,337	21,624	8%	6,977	6,594	6%	49,630	41,855	19%	79,944	70,073	14%

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)	FY 2008 £m	FY 2007 £m	+/(-%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	1,600	1,399	14%	-	-	-	1,600	1,399	14%	1,600	1,399	14%
Direct and Partnership Annuities	703	842	(17%)	-	-	-	703	842	(17%)	703	842	(17%)
Intermediated Annuities	497	555	(10%)	-	-	-	497	555	(10%)	497	555	(10%)
<b>Total Individual Annuities</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>
Income Drawdown <sup>(13)</sup>	75	34	121%	-	-	-	75	34	121%	75	34	121%
Equity Release	242	156	55%	-	-	-	242	156	55%	242	156	55%
Individual Pensions	115	38	203%	3	1	200%	118	39	203%	124	42	195%
Corporate Pensions	221	283	(22%)	88	84	5%	309	367	(16%)	645	737	(12%)
Unit Linked Bonds	109	243	(55%)	-	-	-	109	243	(55%)	109	243	(55%)
With-Profit Bonds	869	297	193%	-	-	-	869	297	193%	869	297	193%
Protection	-	-	-	6	5	20%	6	5	20%	3	26	46%
Offshore Products	551	434	27%	4	4	0%	555	438	27%	573	455	26%
Pru Health <sup>(12)</sup>	-	-	-	16	13	23%	16	13	23%	146	107	36%
<b>Total Retail Retirement</b>	<b>4,982</b>	<b>4,281</b>	<b>16%</b>	<b>117</b>	<b>107</b>	<b>9%</b>	<b>5,099</b>	<b>4,388</b>	<b>16%</b>	<b>5,621</b>	<b>4,893</b>	<b>15%</b>
Corporate Pensions	227	198	15%	116	115	1%	343	313	10%	653	604	8%
Other Products	132	190	(31%)	21	25	(16%)	153	215	(29%)	219	276	(21%)
DWP Rebates	153	143	7%	-	-	-	153	143	7%	153	143	7%
<b>Total Mature Life and Pensions</b>	<b>512</b>	<b>531</b>	<b>(4%)</b>	<b>137</b>	<b>140</b>	<b>(2%)</b>	<b>649</b>	<b>671</b>	<b>(3%)</b>	<b>1,025</b>	<b>1,023</b>	<b>0%</b>
<b>Total Retail</b>	<b>5,494</b>	<b>4,812</b>	<b>14%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>5,748</b>	<b>5,059</b>	<b>14%</b>	<b>6,646</b>	<b>5,916</b>	<b>12%</b>
Wholesale Annuities	1,417	1,799	(21%)	-	-	-	1,417	1,799	(21%)	1,417	1,799	(21%)
Credit Life	18	21	(14%)	-	-	-	18	21	(14%)	18	21	(14%)
<b>Total UK Insurance Operations</b>	<b>6,929</b>	<b>6,632</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,183</b>	<b>6,879</b>	<b>4%</b>	<b>8,081</b>	<b>7,736</b>	<b>4%</b>
<b>Channel Summary</b>												
Direct and Partnership	2,352	2,385	(1%)	215	212	1%	2,567	2,597	(1%)	3,268	3,312	(1%)
Intermediated	2,990	2,284	31%	39	35	11%	3,029	2,319	31%	3,227	2,460	31%
Wholesale	1,434	1,820	(21%)	-	-	-	1,434	1,820	(21%)	1,434	1,820	(21%)
<b>Sub-Total</b>	<b>6,776</b>	<b>6,489</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,030</b>	<b>6,736</b>	<b>4%</b>	<b>7,929</b>	<b>7,592</b>	<b>4%</b>
DWP Rebates	153	143	7%	-	-	-	153	143	7%	153	143	7%
<b>Total UK Insurance Operations</b>	<b>6,929</b>	<b>6,632</b>	<b>4%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>7,183</b>	<b>6,879</b>	<b>4%</b>	<b>8,081</b>	<b>7,736</b>	<b>4%</b>
<b>US Insurance Operations<sup>(1b)</sup></b>												
Fixed Annuities	1,724	573	201%	-	-	-	1,724	573	201%	1,724	573	201%
Fixed Index Annuities	501	446	12%	-	-	-	501	446	12%	501	446	12%
Variable Annuities	3,491	4,554	(23%)	-	-	-	3,491	4,554	(23%)	3,491	4,554	(23%)
Life	7	7	0%	24	19	26%	31	26	19%	230	158	46%
<b>Sub-Total Retail</b>	<b>5,723</b>	<b>5,580</b>	<b>3%</b>	<b>24</b>	<b>19</b>	<b>26%</b>	<b>5,747</b>	<b>5,599</b>	<b>3%</b>	<b>5,946</b>	<b>5,731</b>	<b>4%</b>
Guaranteed Investment Contracts	857	408	110%	-	-	-	857	408	110%	857	408	110%
GIC - Medium Term Note	337	527	(36%)	-	-	-	337	527	(36%)	337	527	(36%)
<b>Total US Insurance Operations</b>	<b>6,917</b>	<b>6,515</b>	<b>6%</b>	<b>24</b>	<b>19</b>	<b>26%</b>	<b>6,941</b>	<b>6,534</b>	<b>6%</b>	<b>7,140</b>	<b>6,866</b>	<b>7%</b>
<b>Asian Insurance Operations<sup>(1b)</sup></b>												
China <sup>(10)</sup>	63	45	40%	32	24	33%	95	69	38%	230	167	38%
Hong Kong	507	501	1%	154	117	32%	661	618	7%	1,612	1,196	35%
India <sup>(6)</sup>	60	26	131%	202	177	14%	262	203	29%	747	728	3%
Indonesia	94	118	(20%)	167	109	53%	261	227	15%	649	494	31%
Japan	115	122	(6%)	30	22	36%	145	144	1%	217	214	1%
Korea	78	179	(56%)	211	241	(12%)	289	420	(31%)	1,097	1,267	(13%)
Malaysia	28	41	(32%)	99	78	27%	127	119	7%	570	472	21%
Singapore	341	593	(42%)	78	67	16%	419	660	(37%)	961	1,047	(8%)
Taiwan	153	132	16%	189	218	(13%)	342	350	(2%)	1,037	1,121	(7%)
Other <sup>(4)</sup>	18	36	(50%)	54	55	(2%)	72	91	(21%)	188	200	(6%)
<b>Total Asian Insurance Operations</b>	<b>1,457</b>	<b>1,793</b>	<b>(19%)</b>	<b>1,216</b>	<b>1,108</b>	<b>10%</b>	<b>2,673</b>	<b>2,901</b>	<b>(8%)</b>	<b>7,308</b>	<b>6,906</b>	<b>6%</b>
<b>Group Total</b>	<b>15,303</b>	<b>14,940</b>	<b>2%</b>	<b>1,494</b>	<b>1,374</b>	<b>9%</b>	<b>16,797</b>	<b>16,314</b>	<b>3%</b>	<b>22,529</b>	<b>21,308</b>	<b>6%</b>

## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2008 VERSUS QUARTER 4 2007

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	Q4 2008 £m	Q4 2007 £m	+/- (%)	Q4 2008 £m	Q4 2007 £m	+/- (%)	Q4 2008 £m	Q4 2007 £m	+/- (%)	Q4 2008 £m	Q4 2007 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	471	369	28%	-	-	-	471	369	28%	471	369	28%
Direct and Partnership Annuities	153	184	(17%)	-	-	-	153	184	(17%)	153	184	(17%)
Intermediated Annuities	96	126	(24%)	-	-	-	96	126	(24%)	96	126	(24%)
<b>Total Individual Annuities</b>	<b>720</b>	<b>679</b>	<b>6%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>720</b>	<b>679</b>	<b>6%</b>	<b>720</b>	<b>679</b>	<b>6%</b>
Income Drawdown <sup>(13)</sup>	21	14	50%	-	-	-	21	14	50%	21	14	50%
Equity Release	54	48	13%	-	-	-	54	48	13%	54	48	13%
Individual Pensions	63	11	473%	1	-	-	64	11	482%	67	13	415%
Corporate Pensions	67	162	(59%)	24	26	(8%)	91	188	(52%)	190	354	(46%)
Unit Linked Bonds	21	43	(51%)	-	-	-	21	43	(51%)	21	43	(51%)
With-Profit Bonds	218	114	91%	-	-	-	218	114	91%	218	114	91%
Protection	-	-	-	2	2	0%	2	2	0%	12	6	100%
Offshore Products	104	129	(19%)	1	1	0%	105	130	(19%)	110	135	(19%)
Pru Health <sup>(12)</sup>	-	-	-	2	3	(33%)	2	3	(33%)	17	26	(35%)
<b>Total Retail Retirement</b>	<b>1,268</b>	<b>1,200</b>	<b>6%</b>	<b>30</b>	<b>32</b>	<b>(6%)</b>	<b>1,298</b>	<b>1,232</b>	<b>5%</b>	<b>1,430</b>	<b>1,432</b>	<b>(0%)</b>
Corporate Pensions <sup>(14)</sup>	-	30	-	28	29	(3%)	28	59	(53%)	132	135	(2%)
Other Products	19	47	(60%)	4	5	(20%)	23	52	(56%)	53	70	(24%)
DWP Rebates	50	14	257%	-	-	-	50	14	257%	50	14	257%
<b>Total Mature Life and Pensions</b>	<b>69</b>	<b>91</b>	<b>(24%)</b>	<b>32</b>	<b>34</b>	<b>(6%)</b>	<b>101</b>	<b>125</b>	<b>(19%)</b>	<b>235</b>	<b>219</b>	<b>7%</b>
<b>Total Retail</b>	<b>1,337</b>	<b>1,291</b>	<b>4%</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,399</b>	<b>1,357</b>	<b>3%</b>	<b>1,665</b>	<b>1,651</b>	<b>1%</b>
Wholesale Annuities	47	1,754	(97%)	-	-	-	47	1,754	(97%)	47	1,754	(97%)
Credit Life	7	4	75%	-	-	-	7	4	75%	7	4	75%
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>3,049</b>	<b>(54%)</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,453</b>	<b>3,115</b>	<b>(53%)</b>	<b>1,719</b>	<b>3,409</b>	<b>(50%)</b>
<b>Channel Summary</b>												
Direct and Partnership	623	648	(4%)	54	59	(8%)	677	707	(4%)	887	964	(8%)
Intermediated	664	627	6%	8	7	14%	672	634	6%	730	670	9%
Wholesale	54	1,760	(97%)	-	-	-	54	1,760	(97%)	54	1,760	(97%)
<b>Sub-Total</b>	<b>1,341</b>	<b>3,035</b>	<b>(56%)</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,403</b>	<b>3,101</b>	<b>(55%)</b>	<b>1,671</b>	<b>3,394</b>	<b>(51%)</b>
DWP Rebates	50	14	257%	-	-	-	50	14	257%	50	14	257%
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>3,049</b>	<b>(54%)</b>	<b>62</b>	<b>66</b>	<b>(6%)</b>	<b>1,453</b>	<b>3,115</b>	<b>(53%)</b>	<b>1,719</b>	<b>3,409</b>	<b>(50%)</b>
<b>US Insurance Operations<sup>(15)(8)</sup></b>												
Fixed Annuities	583	152	284%	-	-	-	583	152	284%	583	152	284%
Fixed Index Annuities	184	104	77%	-	-	-	184	104	77%	184	104	77%
Variable Annuities	895	1,137	(21%)	-	-	-	895	1,137	(21%)	895	1,137	(21%)
Life	1	2	(50%)	6	6	0%	7	8	(13%)	85	54	57%
<b>Sub-Total Retail</b>	<b>1,663</b>	<b>1,395</b>	<b>19%</b>	<b>6</b>	<b>6</b>	<b>0%</b>	<b>1,669</b>	<b>1,401</b>	<b>19%</b>	<b>1,747</b>	<b>1,447</b>	<b>21%</b>
Guaranteed Investment Contracts	42	148	(72%)	-	-	-	42	148	(72%)	42	148	(72%)
GIC - Medium Term Note	16	(4)	500%	-	-	-	16	(4)	500%	16	(4)	500%
<b>Total US Insurance Operations</b>	<b>1,721</b>	<b>1,539</b>	<b>12%</b>	<b>6</b>	<b>6</b>	<b>0%</b>	<b>1,727</b>	<b>1,545</b>	<b>12%</b>	<b>1,805</b>	<b>1,591</b>	<b>13%</b>
<b>Asian Insurance Operations<sup>(15)(8)</sup></b>												
China <sup>(10)</sup>	16	18	(11%)	9	8	13%	25	26	(4%)	66	65	2%
Hong Kong	47	178	(74%)	41	35	17%	88	213	(59%)	450	424	6%
India <sup>(9)</sup>	7	6	17%	34	53	(36%)	41	59	(31%)	141	219	(36%)
Indonesia	9	53	(83%)	46	38	21%	55	91	(40%)	154	192	(20%)
Japan	21	40	(48%)	6	6	0%	27	46	(41%)	12	66	(82%)
Korea	15	60	(75%)	35	61	(43%)	50	121	(59%)	220	284	(23%)
Malaysia	6	21	(71%)	35	29	21%	41	50	(18%)	193	186	4%
Singapore	35	168	(79%)	22	21	5%	57	189	(70%)	208	326	(36%)
Taiwan	10	33	(70%)	70	36	94%	80	69	16%	363	151	140%
Other <sup>(4)</sup>	4	15	(73%)	14	22	(36%)	18	37	(51%)	48	78	(38%)
<b>Total Asian Insurance Operations</b>	<b>170</b>	<b>592</b>	<b>(71%)</b>	<b>312</b>	<b>309</b>	<b>1%</b>	<b>482</b>	<b>901</b>	<b>(47%)</b>	<b>1,855</b>	<b>1,991</b>	<b>(7%)</b>
<b>Group Total</b>	<b>3,282</b>	<b>5,180</b>	<b>(37%)</b>	<b>380</b>	<b>381</b>	<b>(0%)</b>	<b>3,662</b>	<b>5,561</b>	<b>(34%)</b>	<b>5,379</b>	<b>6,991</b>	<b>(23%)</b>

## 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>M&amp;G<sup>(9)</sup></b>	Q4 2008	48,994	4,040	(4,775)	(735)	110	(2,372)	(2,997)	46,997
	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	72	1,314	51,221
	+/- (%)	9%	3%	(86%)	(154%)	189%	(3,394%)	(328%)	(8%)
<b>Asia Retail Mutual Funds<sup>(15)</sup></b>	Q4 2008	13,594	12,529	(12,618)	(89)	(6)	844	849	14,443
	Q4 2007	15,120	10,842	(10,346)	496	(125)	786	1,157	16,277
	+/- (%)	(10%)	16%	(22%)	(118%)	95%	20%	(27%)	(11%)
<b>Asia Third Party</b>	Q4 2008	755	16	(24)	(8)	-	42	34	789
	Q4 2007	980	167	(76)	91	-	45	136	1,116
	+/- (%)	(23%)	(90%)	68%	(109%)	-	(7%)	(75%)	(29%)
<b>US Retail Mutual Funds</b>	Q4 2008	58	4	(8)	(4)	2	(6)	(8)	50
	Q4 2007	32	27	(2)	25	-	(2)	23	55
	+/- (%)	81%	(85%)	(300%)	(116%)	-	(200%)	(135%)	(9%)
<b>Total Investment Products</b>	Q4 2008	64,401	16,589	(17,425)	(836)	106	(1,392)	(2,122)	62,279
	Q4 2007	66,039	14,969	(12,992)	1,977	(248)	901	2,630	68,669
	+/- (%)	(2%)	11%	(34%)	(142%)	143%	(254%)	(181%)	(9%)

## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2008 VERSUS QUARTER 3 2008

## INSURANCE OPERATIONS

	Single			Regular			Total			PVNBP		
	Q4 2008 £m	Q3 2008 £m	+/- (%)	Q4 2008 £m	Q3 2008 £m	+/- (%)	Q4 2008 £m	Q3 2008 £m	+/- (%)	Q4 2008 £m	Q3 2008 £m	+/- (%)
<b>UK Insurance Operations</b>												
<b>Product Summary</b>												
Internal Vesting annuities	471	408	15%	-	-	-	471	408	15%	471	408	15%
Direct and Partnership Annuities	153	177	(14%)	-	-	-	153	177	(14%)	153	177	(14%)
Intermediated Annuities	96	116	(17%)	-	-	-	96	116	(17%)	96	116	(17%)
<b>Total Individual Annuities</b>	<b>720</b>	<b>701</b>	<b>3%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>720</b>	<b>701</b>	<b>3%</b>	<b>720</b>	<b>701</b>	<b>3%</b>
Income Drawdown <sup>(13)</sup>	21	24	(13%)	-	-	-	21	24	(13%)	21	24	(13%)
Equity Release	54	71	(24%)	-	-	-	54	71	(24%)	54	71	(24%)
Individual Pensions	63	20	215%	1	1	0%	64	21	205%	67	22	205%
Corporate Pensions	67	60	12%	24	26	(8%)	91	86	6%	190	175	9%
Unit Linked Bonds	21	21	0%	-	-	-	21	21	0%	21	21	0%
With-Profit Bonds	218	233	(6%)	-	-	-	218	233	(6%)	218	233	(6%)
Protection	-	-	-	2	1	100%	2	1	100%	12	10	20%
Offshore Products	104	126	(17%)	1	1	0%	105	127	(17%)	110	132	(17%)
Pru Health <sup>(12)</sup>	-	-	-	2	6	(67%)	2	6	(67%)	17	50	(66%)
<b>Total Retail Retirement</b>	<b>1,268</b>	<b>1,256</b>	<b>1%</b>	<b>30</b>	<b>35</b>	<b>(14%)</b>	<b>1,298</b>	<b>1,291</b>	<b>1%</b>	<b>1,430</b>	<b>1,439</b>	<b>(1%)</b>
Corporate Pensions <sup>(14)</sup>	-	54	-	28	26	8%	28	80	(65%)	132	145	(9%)
Other Products	19	36	(47%)	4	6	(33%)	23	42	(45%)	53	47	13%
DWP Rebates	50	-	-	-	-	-	50	-	-	50	-	-
<b>Total Mature Life and Pensions</b>	<b>69</b>	<b>90</b>	<b>(23%)</b>	<b>32</b>	<b>32</b>	<b>0%</b>	<b>101</b>	<b>122</b>	<b>(17%)</b>	<b>235</b>	<b>192</b>	<b>22%</b>
<b>Total Retail</b>	<b>1,337</b>	<b>1,346</b>	<b>(1%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,399</b>	<b>1,413</b>	<b>(1%)</b>	<b>1,665</b>	<b>1,631</b>	<b>2%</b>
Wholesale Annuities	47	1,063	(96%)	-	-	-	47	1,063	(96%)	47	1,063	(96%)
Credit Life	7	4	75%	-	-	-	7	4	75%	7	4	75%
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>2,413</b>	<b>(42%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,453</b>	<b>2,480</b>	<b>(41%)</b>	<b>1,719</b>	<b>2,698</b>	<b>(36%)</b>
<b>Channel Summary</b>												
Direct and Partnership	623	582	7%	54	55	(2%)	677	637	6%	887	802	11%
Intermediated	664	764	(13%)	8	12	(33%)	672	776	(13%)	730	828	(12%)
Wholesale	54	1,067	(95%)	-	-	-	54	1,067	(95%)	54	1,067	(95%)
<b>Sub-Total</b>	<b>1,341</b>	<b>2,413</b>	<b>(44%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,403</b>	<b>2,480</b>	<b>(43%)</b>	<b>1,671</b>	<b>2,697</b>	<b>(38%)</b>
DWP Rebates	50	-	-	-	-	-	50	-	-	50	-	-
<b>Total UK Insurance Operations</b>	<b>1,391</b>	<b>2,413</b>	<b>(42%)</b>	<b>62</b>	<b>67</b>	<b>(7%)</b>	<b>1,453</b>	<b>2,480</b>	<b>(41%)</b>	<b>1,719</b>	<b>2,698</b>	<b>(36%)</b>
<b>US Insurance Operations<sup>(15)(8)</sup></b>												
Fixed Annuities	583	506	15%	-	-	-	583	506	15%	583	506	15%
Fixed Index Annuities	184	121	52%	-	-	-	184	121	52%	184	121	52%
Variable Annuities	895	799	12%	-	-	-	895	799	12%	895	799	12%
Life	1	2	(50%)	6	7	(14%)	7	9	(22%)	85	57	49%
<b>Sub-Total Retail</b>	<b>1,663</b>	<b>1,428</b>	<b>16%</b>	<b>6</b>	<b>7</b>	<b>(14%)</b>	<b>1,669</b>	<b>1,435</b>	<b>16%</b>	<b>1,747</b>	<b>1,483</b>	<b>18%</b>
Guaranteed Investment Contracts	42	310	(86%)	-	-	-	42	310	(86%)	42	310	(86%)
GIC - Medium Term Note	16	5	220%	-	-	-	16	5	220%	16	5	220%
<b>Total US Insurance Operations</b>	<b>1,721</b>	<b>1,743</b>	<b>(1%)</b>	<b>6</b>	<b>7</b>	<b>(14%)</b>	<b>1,727</b>	<b>1,750</b>	<b>(1%)</b>	<b>1,805</b>	<b>1,798</b>	<b>0%</b>
<b>Asian Insurance Operations<sup>(15)(9)</sup></b>												
China <sup>(10)</sup>	16	12	33%	9	8	13%	25	20	25%	66	53	25%
Hong Kong	47	114	(59%)	41	35	17%	88	149	(41%)	450	328	37%
India <sup>(11)</sup>	7	13	(46%)	34	46	(26%)	41	59	(31%)	141	156	(10%)
Indonesia	9	17	(47%)	46	40	15%	55	57	(4%)	154	159	(3%)
Japan	21	26	(19%)	6	3	100%	27	29	(7%)	12	42	(71%)
Korea	15	13	15%	35	58	(40%)	50	71	(30%)	220	283	(22%)
Malaysia	6	8	(25%)	35	26	35%	41	34	21%	193	152	27%
Singapore	35	30	17%	22	19	16%	57	49	16%	208	206	1%
Taiwan	10	13	(23%)	70	35	100%	80	48	67%	363	167	117%
Other <sup>(4)</sup>	4	4	0%	14	11	27%	18	15	20%	48	43	12%
<b>Total Asian Insurance Operations</b>	<b>170</b>	<b>250</b>	<b>(32%)</b>	<b>312</b>	<b>281</b>	<b>11%</b>	<b>482</b>	<b>531</b>	<b>(9%)</b>	<b>1,855</b>	<b>1,589</b>	<b>17%</b>
<b>Group Total</b>	<b>3,282</b>	<b>4,406</b>	<b>(26%)</b>	<b>380</b>	<b>355</b>	<b>7%</b>	<b>3,662</b>	<b>4,761</b>	<b>(23%)</b>	<b>5,379</b>	<b>6,085</b>	<b>(12%)</b>

## INVESTMENT OPERATIONS

		Opening	Gross Inflows	Redemptions	Net Inflows	Other	Market &	Net	Closing
		FUM							
		£m	£m	£m	£m	£m	£m	£m	£m
<b>M&amp;G<sup>(6)</sup></b>	Q4 2008	49,994	4,040	(4,775)	(735)	110	(2,372)	(2,997)	46,997
	Q3 2008	51,699	4,623	(2,918)	1,705	-	(3,410)	(1,705)	49,994
	+/- (%)	(3%)	(13%)	(64%)	(143%)	-	30%	(76%)	(6%)
<b>Asia Retail Mutual Funds<sup>(15)</sup></b>	Q4 2008	13,594	12,529	(12,618)	(89)	(6)	944	849	14,443
	Q3 2008	14,845	11,552	(12,213)	(661)	(23)	(567)	(1,251)	13,594
	+/- (%)	(8%)	8%	(3%)	87%	74%	266%	168%	6%
<b>Asia Third Party</b>	Q4 2008	755	16	(24)	(8)	-	42	34	789
	Q3 2008	841	17	(46)	(29)	-	(57)	(86)	755
	+/- (%)	(10%)	(6%)	48%	72%	-	174%	140%	5%
<b>US Retail Mutual Funds</b>	Q4 2008	58	4	(8)	(4)	2	(6)	(8)	50
	Q3 2008	62	5	(9)	(4)	1	(1)	(4)	58
	+/- (%)	(6%)	(20%)	11%	0%	100%	(500%)	(100%)	(14%)
<b>Total Investment Products</b>	Q4 2008	64,401	16,589	(17,425)	(836)	106	(1,392)	(2,122)	62,279
	Q3 2008	67,447	16,197	(15,186)	1,011	(22)	(4,035)	(3,046)	64,401
	+/- (%)	(5%)	2%	(15%)	(183%)	582%	66%	30%	(3%)

## Group Debt Securities at 31 December 2008

## 1 IFRS balance sheet fair value

The Group's investments in debt securities at 31 December 2008 are as follows:

	With-profit (note 1(a)) £bn	Unit-linked and variable annuity (note 1(a)) £bn	Other shareholder backed business (note 1(e)) £bn	Total £bn
UK insurance operations	38	4	17 (Notes 1(b) and 1(c))	59
Jackson National Life	-	-	24 (Notes 1(d) and 3)	24
Asia long-term business	5	2	4	11
Other operations	-	-	1	1
<b>Total</b>	<b>43</b>	<b>6</b>	<b>46</b>	<b>95</b>

## Notes

1(a) Shareholders are not directly exposed to value movements on assets backing with-profit, unit linked, and variable annuity business.

1(b) The £17bn of debt securities for UK annuity and other non-linked shareholder backed business comprises £4bn of government securities and £13bn for other debt instruments.

1(c) For UK annuity business provision is made for possible future credit related losses. At 31 December 2008, a provision of £1.4bn was held.

1(d) Jackson debt securities comprise

	31 Dec 2008 £bn
Corporate securities (92% investment grade)	16
Residential mortgage backed securities (50% government agency; 25% for pre 2006/2007 vintages; £946m for 2006/2007 vintages of which £617m is for the senior part of the capital structure)	4
Commercial mortgage backed securities	2
Other	2
<b>Total</b>	<b>24</b>

1(e) Included within the £46bn of debt securities for other shareholder-backed business is exposure to £160m of investments in Tier 1 borrowings of Lloyds Banking Group, Barclays and RBS.

## 2 Defaults, losses from sales of impaired and deteriorating bonds and write-downs for non-linked shareholder backed business

## 2.1 Jackson National Life

In general, the debt securities of Jackson are purchased with the intention and the ability to hold them for the longer-term.

The majority of Jackson's debt securities are classified as available-for-sale under IAS 39. Under this classification realised losses from defaults, sales of impaired and deteriorating bonds and write-downs are recorded in the income statement. Changes in unrealised appreciation and depreciation are recorded as a movement directly in shareholders' equity.

Jackson continues to review its investments on a case-by-case basis to determine whether any decline in fair value represents an other-than-temporary impairment and therefore requiring an accounting write-down.

The defaults, losses on sales of impaired and deteriorating bonds (net of recoveries) and write-downs for 2008 were as follows:

	Defaults £m	Losses on sales of impaired and deteriorating bonds (net of recoveries) £m	Write-downs £m
Corporate debt securities	78	127	233
Residential mortgage backed securities			
Prime	-	-	25
Alt-A	-	-	138
Sub-prime	-	-	4
Other	-	-	19
<b>Total</b>	<b>78</b>	<b>127</b>	<b>419</b>

## 2.2 Other operations

For the Group's operations, other than Jackson National Life, debt securities are accounted for on a fair value through P&L basis with all value movements recorded in the income statement. The 2008 defaults for other operations were as follows:

	Defaults £m
UK operations	93
Asia long-term business	3
<b>Total</b>	<b>96</b>

## 3 Jackson National Life - securities in an unrealised loss position

For Jackson's securities classified as available-for-sale under IAS 39, at 31 December 2008 there was a net unrealised loss position of £2,897 million. This amount comprised £281 million of gross unrealised gains and £3,178 million of gross unrealised losses on individual securities. Included within the gross unrealised losses is £1,938 million for securities which are valued at less than 80 per cent of book value, of which 91 per cent have been at this level for less than 6 months.

IFRS requires securities to be carried at fair value, being the amount for which the security would be exchanged between knowledgeable, willing parties in an arm's length transaction. The best evidence of fair value is quoted prices in an active market, but if the market is not active then a valuation technique is used to establish fair value.

Due to market illiquidity for certain structured securities resulting in the markets not being active since the third quarter of 2008 Jackson have valued the majority of non-agency residential mortgage-backed securities (RMBS), commercial mortgage-backed securities and asset backed securities using valuation techniques in accordance with the requirement of IAS39. The techniques include discounted cash flow models and where available, observable market data and other factors that are likely to affect the fair value of the securities are used. Previously, when markets were deemed active for these securities, independent pricing services or broker bid prices were used to fair value these holdings.

**a) Movements in the values for the 3 months to 31 December 2008:**

Movements in the values of available-for-sale securities for the fourth quarter to 31 December 2008 are included in the table shown below:

	31 Dec 2008 £m	Change reflected directly in shareholders' equity			30 September 2008 £m
		Movement in Quarter 4 £m	Foreign exchange translation* £m	Quarter 4 including Foreign exchange £m	
Assets fair valued at below book value					
Book value	20,600	(1,472)	4,268	2,796	17,804
Unrealised loss	(3,178)	(866)	(446)	(1,312)	(1,866)
Fair value (as included in balance sheet)	17,422	(2,338)	3,822	1,484	15,938
Assets fair valued at or above book value					
Book value	6,296	1,595	909	2,504	3,792
Unrealised gain	281	88	37	125	156
Fair value (as included in the balance sheet)	6,577	1,683	946	2,629	3,948
Total					
Book value	26,896	123	5,177	5,300	21,596
Net unrealised (loss) gain	(2,897)	(777)	(410)	(1,187)	(1,710)
Fair value (as included in balance sheet)	23,999	(654)	4,767	4,113	19,886

**b) Fair value of securities in an unrealised loss position as a percentage of book value**

**(i) Fair value of securities as a percentage of book value**

The unrealised losses in the Jackson balance sheet on unimpaired securities are £3,178 million (Q3 08: £1,866 million) relating to assets with fair market value and book value of £17,422 million (Q3 08: £15,938 million) and £20,600 million (Q3 08: £17,804 million) respectively.

The following table shows the fair value of the securities in a gross unrealised loss position for various percentages of book value:

	Fair value	Unrealised loss	Fair value	Unrealised loss
	31 Dec 2008 £m	31 Dec 2008 £m	30 Sept 2008 £m	30 Sept 2008 £m
Between 90% and 100%	8,757	(431)	10,279	(487)
Between 80% and 90%	4,581	(809)	4,245	(711)
Below 80%	4,084	(1,938)	1,414	(668)
	17,422	(3,178)	15,938	(1,866)

**(ii) Fair value of sub-prime and Alt-A securities as a percentage of book value**

Included within the table above are amounts relating to sub-prime and Alt-A securities in a gross unrealised loss position for various percentages of book value of:

	Fair value	Unrealised loss	Fair value	Unrealised loss
	31 Dec 2008 £m	31 Dec 2008 £m	30 Sept 2008 £m	30 Sept 2008 £m
Between 90% and 100%	479	(27)	175	(12)
Between 80% and 90%	120	(19)	524	(96)
Below 80%	192	(166)	113	(43)
	791	(212)	812	(151)

**c) Securities whose fair value were below 80 per cent of the book value**

As shown in the table above, £1,938 million (Q3 08: £668 million) of the £3,178 million (Q3 08: £1,866 million) of gross unrealised losses at 31 December 2008 related to securities whose fair value were below 80 per cent of the book value. The age analysis for this £1,938 million (Q3 08: £668 million), indicating the length of time for which their fair value was below 80 per cent of the book value, is as follows:

	Fair value	Unrealised loss	Fair value	Unrealised loss
	31 Dec 2008 £m	31 Dec 2008 £m	30 Sept 2008 £m	30 Sept 2008 £m
Less than 3 months	3,118	(1,364)	1,135	(486)
3 months to 6 months	696	(402)	170	(128)
More than 6 months	270	(172)	109	(54)
	4,084	(1,938)	1,414	(668)

For securities valued at less than 80 per cent of book value, 81 per cent are investment grade. The analysis by category of debt securities whose fair value were below 80 per cent of the book value is as follows:

	Unrealised loss	Unrealised loss
	31 Dec 2008 £m	30 Sept 2008 £m
RMBS		
Prime	(115)	(73)
Alt-A	(127)	(30)
Sub-prime	(39)	(13)
	(281)	(116)
Asset backed securities	(86)	(37)
Commercial mortgage backed securities	(375)	(29)
Total structured securities	(742)	(182)
Corporates	(1,196)	(486)
	(1,938)	(668)

\* Balance sheet items for Jackson National Life have been translated at the closing rate for the period, being \$1.44 at 31 December 2008. Jackson National Life income statement movements have been translated at the average exchange rate for the period, being \$1.85 for 12 months to 2008.



## 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.

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.

### Notes to Schedules 1A - 8

(1a) Insurance and investment new business for overseas operations has been calculated using constant exchange rates. The applicable rate for Jackson is 1.85.

(1b) Insurance and investment new business for overseas operations has been calculated using actual exchange rates. The applicable rate for Jackson is 1.85 (2007:2.00).

(2) Represents cash received from sale of investment products.

(3) 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.

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

(5) 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.

(6) New business in India is included at Prudential's 26 per cent interest in the India life operation.

(7) Balance sheet figures have been calculated at the closing exchange rate. The 2007 balance is shown on a constant exchange rate.

(8) 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.

(9) £234m of FUM reported under Prudential Asian funds operations relate to M&G's products distributed through Asian operations and this amount is also included in M&G's FUM.

(10) All premiums for China are shown at 50 per cent shown on a like for like basis, reflecting the constant economic interest before and after management changes made at the end of Q3 2007 in line with the original agreement with CITIC.

(11) Mandatory Provident Fund (MPF) product sales in Hong Kong are included at Prudential's 36 per cent interest in Hong Kong MPF operation.

(12) Sales for PruHealth are included in the UK Sales schedule. Prior quarters for 2008 and 2007 have been restated. The APE and PVNBP sales by quarter (rounded) are as follows:

	APE £m		PVNBP £m	
	2008	2007	2008	2007
Q1	3	4	32	29
Q2	5	3	47	26
Q3	6	3	50	26
Q4	2	3	17	26
Total	16	13	146	107

(13) Income Drawdown has been reallocated from Individual Annuities product line. The APE and PVNBP sales by quarter (rounded) are as follows:

	APE £m		PVNBP £m	
	2008	2007	2008	2007
Q1	1	1	13	5
Q2	2	1	17	6
Q3	2	1	24	9
Q4	2	1	21	14
Total	8	3	75	34

(14) UK Fourth Quarter Mature Life and Pensions Corporate Pension sales include a £15m (£2m APE) Single Premium product reallocation to Individual Pensions.

(15) Incorporated into the Opening FUM for Q4 is £191m related to inflows in Q3 in respect of the India Provident Fund. In Q4 this product has been reclassified out of Retail Mutual Funds. Therefore the Q4 Gross Inflows and Closing FUM reflect this reduction of £191m.