

## PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2002 VERSUS QUARTER 1 2001

## TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US			Asia			Total		
	2002 £m	2001 £m	+/- (%)	2002 £m	2001 £m	+/- (%)	2002 £m	2001 £m	+/- (%)	2002 £m	2001 £m	+/- (%)
Total Insurance Products	1,817	1,513	20%	1,311	1,229	7%	166	373	(55%)	3,294	3,115	6%
Total Investment Products - Gross Inflows <sup>(1)</sup>	281	296	(5%)	-	-	-	3,169	1,582	100%	3,450	1,878	84%
<b>Group Total</b>	<b>2,098</b>	<b>1,809</b>	<b>16%</b>	<b>1,311</b>	<b>1,229</b>	<b>7%</b>	<b>3,335</b>	<b>1,955</b>	<b>71%</b>	<b>6,744</b>	<b>4,993</b>	<b>35%</b>

## INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents <sup>(4)</sup>		
	2002 £m	2001 £m	+/- (%)	2002 £m	2001 £m	+/- (%)	2002 £m	2001 £m	+/- (%)	2002 £m	2001 £m	+/- (%)
<b>UK Insurance Operations :</b>												
<i>Direct Distribution <sup>(2)</sup> :</i>												
Individual Pensions	5	3	67%	3	2	50%	8	5	60%	3	2	50%
Corporate Pensions	269	179	50%	23	36	(36%)	292	215	36%	50	54	(7%)
Life	17	5	240%	1	-	-	18	5	260%	3	1	200%
Individual Annuities	190	162	17%	-	-	-	190	162	17%	19	16	19%
<b>Sub-Total</b>	<b>481</b>	<b>349</b>	<b>38%</b>	<b>27</b>	<b>38</b>	<b>(29%)</b>	<b>508</b>	<b>387</b>	<b>31%</b>	<b>75</b>	<b>73</b>	<b>3%</b>
DSS Rebates	195	175	11%	-	-	-	195	175	11%	20	18	11%
<b>Total</b>	<b>676</b>	<b>524</b>	<b>29%</b>	<b>27</b>	<b>38</b>	<b>(29%)</b>	<b>703</b>	<b>562</b>	<b>25%</b>	<b>95</b>	<b>91</b>	<b>4%</b>
<i>Intermediated Distribution <sup>(2)</sup> :</i>												
Individual Pensions	32	54	(41%)	9	15	(40%)	41	69	(41%)	12	21	(43%)
Corporate Pensions	20	17	18%	7	4	75%	27	21	29%	9	6	50%
Life	795	403	97%	4	8	(50%)	799	411	94%	84	48	75%
Individual Annuities	125	110	14%	-	-	-	125	110	14%	12	11	9%
Bulk Annuities	58	144	(60%)	-	-	-	58	144	(60%)	6	14	(57%)
<b>Sub-Total</b>	<b>1,030</b>	<b>728</b>	<b>41%</b>	<b>20</b>	<b>27</b>	<b>(26%)</b>	<b>1,050</b>	<b>755</b>	<b>39%</b>	<b>123</b>	<b>100</b>	<b>23%</b>
DSS Rebates	45	55	(18%)	-	-	-	45	55	(18%)	5	5	0%
<b>Total</b>	<b>1,075</b>	<b>783</b>	<b>37%</b>	<b>20</b>	<b>27</b>	<b>(26%)</b>	<b>1,095</b>	<b>810</b>	<b>35%</b>	<b>128</b>	<b>105</b>	<b>22%</b>
<i>Total <sup>(2)</sup> :</i>												
Individual Pensions	37	57	(35%)	12	17	(29%)	49	74	(34%)	16	23	(30%)
Corporate Pensions	289	196	47%	30	40	(25%)	319	236	35%	59	60	(2%)
Life	812	408	99%	5	8	(38%)	817	416	96%	86	49	76%
Individual Annuities	315	272	16%	-	-	-	315	272	16%	31	27	15%
Bulk Annuities	58	144	(60%)	-	-	-	58	144	(60%)	6	14	(57%)
<b>Sub-Total</b>	<b>1,511</b>	<b>1,077</b>	<b>40%</b>	<b>47</b>	<b>65</b>	<b>(28%)</b>	<b>1,558</b>	<b>1,142</b>	<b>36%</b>	<b>198</b>	<b>173</b>	<b>14%</b>
DSS Rebates	240	230	4%	-	-	-	240	230	4%	24	23	4%
<b>Total</b>	<b>1,751</b>	<b>1,307</b>	<b>34%</b>	<b>47</b>	<b>65</b>	<b>(28%)</b>	<b>1,798</b>	<b>1,372</b>	<b>31%</b>	<b>222</b>	<b>196</b>	<b>13%</b>
Closed distribution channel <sup>(3)</sup>	-	115	-	-	11	-	-	126	-	-	22	-
<b>Total UK Insurance Operations</b>	<b>1,751</b>	<b>1,422</b>	<b>23%</b>	<b>47</b>	<b>76</b>	<b>(38%)</b>	<b>1,798</b>	<b>1,498</b>	<b>20%</b>	<b>222</b>	<b>218</b>	<b>2%</b>
<i>European Insurance Operations:</i>												
Insurance Products	14	11	27%	5	4	25%	19	15	27%	6	5	20%
<b>Total European Insurance Operations</b>	<b>14</b>	<b>11</b>	<b>27%</b>	<b>5</b>	<b>4</b>	<b>25%</b>	<b>19</b>	<b>15</b>	<b>27%</b>	<b>6</b>	<b>5</b>	<b>20%</b>
<b>Total UK &amp; European Insurance Operations</b>	<b>1,765</b>	<b>1,433</b>	<b>23%</b>	<b>52</b>	<b>80</b>	<b>(35%)</b>	<b>1,817</b>	<b>1,513</b>	<b>20%</b>	<b>228</b>	<b>223</b>	<b>2%</b>
<i>US Insurance Operations:</i>												
Fixed Annuities	428	348	23%	-	-	-	428	348	23%	43	35	23%
Equity Linked Index Annuities	57	72	(21%)	-	-	-	57	72	(21%)	6	7	(14%)
Variable Annuities	183	239	(23%)	-	-	-	183	239	(23%)	18	24	(25%)
<b>Sub-total Annuities</b>	<b>668</b>	<b>659</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>668</b>	<b>659</b>	<b>1%</b>	<b>67</b>	<b>66</b>	<b>2%</b>
Guaranteed Investment Contracts	113	154	(27%)	-	-	-	113	154	(27%)	11	15	(27%)
GIC - Medium Term Note	525	411	28%	-	-	-	525	411	28%	53	41	29%
Life	-	-	-	5	5	0%	5	5	0%	5	5	0%
<b>Total US Insurance Operations</b>	<b>1,306</b>	<b>1,224</b>	<b>7%</b>	<b>5</b>	<b>5</b>	<b>0%</b>	<b>1,311</b>	<b>1,229</b>	<b>7%</b>	<b>136</b>	<b>127</b>	<b>7%</b>
<i>Asian Insurance Operations:</i>												
Insurance Products <sup>(5)</sup>	77	306	(75%)	89	67	33%	166	373	(55%)	96	97	(1%)
<b>Total Asian Insurance Operations</b>	<b>77</b>	<b>306</b>	<b>(75%)</b>	<b>89</b>	<b>67</b>	<b>33%</b>	<b>166</b>	<b>373</b>	<b>(55%)</b>	<b>96</b>	<b>97</b>	<b>(1%)</b>
<b>Group Total</b>	<b>3,148</b>	<b>2,963</b>	<b>6%</b>	<b>146</b>	<b>152</b>	<b>(4%)</b>	<b>3,294</b>	<b>3,115</b>	<b>6%</b>	<b>460</b>	<b>448</b>	<b>3%</b>

## Notes to Schedules:

<sup>(1)</sup> Represents cash received from sale of investment products.

<sup>(2)</sup> Excluding sales through closed distribution channel.

<sup>(3)</sup> Closed distribution channel relates to the Direct Sales Force.

<sup>(4)</sup> Annual Equivalents (AE), calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.

<sup>(5)</sup> The Central Provident Fund in Singapore was further liberalised in 2001 resulting in exceptional sales volume in the first half of 2001.

<sup>(6)</sup> Sales for overseas operations have been calculated using average exchange rates. The applicable rate for Jackson National Life is 1.43 (2001 - 1.46).