

Schedule 5

PRUDENTIAL PLC - NEW BUSINESS - Q3 2004 VERSUS Q3 2003

INSURANCE OPERATIONS

	Q3 2004 £m	(%)	Q3 2003 £m	(%)
SALES				
UK Insurance Operations:				
ANNUITIES				
<i>Bulks:</i>				
Policyholder	1	2%	3	10%
Shareholder	42	98%	29	90%
Total	43	100%	32	100%
<i>Individual:</i>				
Policyholder	2	0%	212	48%
Shareholder	574	100%	233	52%
Total	576	100%	445	100%
<i>Total Annuities:</i>				
Policyholder	3	0%	215	45%
Shareholder	616	100%	262	55%
Total	619	100%	477	100%

PRUDENTIAL PLC - NEW BUSINESS - YTD 2004 VERSUS YTD 2003

INSURANCE OPERATIONS

	2004 Q3 YTD £m	(%)	v	2003 Q3 YTD £m	(%)
SALES					
UK Insurance Operations:					
ANNUITIES					
<i>Bulks:</i>					
Policyholder	7	3%		7	4%
Shareholder	246	97%		182	96%
Total	253	100%		189	100%
<i>Individual:</i>					
Policyholder	431	27%		728	56%
Shareholder	1,137	73%		583	44%
Total	1,568	100%		1,311	100%
<i>Total Annuities:</i>					
Policyholder	438	24%		735	49%
Shareholder	1,383	76%		765	51%
Total	1,821	100%		1,500	100%