

Prudential plc		GBP		729.50																																																																																																																																																																																																																																																				
Index: F3LIFE		Daily update		5 Apr 11																																																																																																																																																																																																																																																				
			Company Overview Activities Prudential plc is an international financial services company which aims to help people around the world enhance and protect their financial well-being. We operate and have strong positions in Asia, Europe and the USA - three of the largest and most attractive markets in the world. Our strategy is to build sustainable, profitable businesses in each of these markets, and thereby maximise returns to our shareholders over time.																																																																																																																																																																																																																																																					
Share Data Market cap (€m) 18,802 Ticker (LSE) PRU LN Shares in issue 2500m Beta volatility 1.43 Ticker (ADR) PUK US ADR in issue (at 31 Dec 09) 3.6m			Performance <table border="1"> <thead> <tr> <th></th> <th>Company</th> <th>FTSE 100</th> </tr> </thead> <tbody> <tr> <td>1 day</td> <td>%</td> <td>0.2%</td> <td>(0.2%)</td> </tr> <tr> <td>1 w</td> <td>%</td> <td>(0.1%)</td> <td>1.3%</td> </tr> <tr> <td>1 m</td> <td>%</td> <td>2.7%</td> <td>0.3%</td> </tr> <tr> <td>3 m</td> <td>%</td> <td>7.7%</td> <td>(0.1%)</td> </tr> <tr> <td>6 m</td> <td>%</td> <td>14.5%</td> <td>6.6%</td> </tr> <tr> <td>1 yr</td> <td>%</td> <td>26.4%</td> <td>3.9%</td> </tr> </tbody> </table>				Company	FTSE 100	1 day	%	0.2%	(0.2%)	1 w	%	(0.1%)	1.3%	1 m	%	2.7%	0.3%	3 m	%	7.7%	(0.1%)	6 m	%	14.5%	6.6%	1 yr	%	26.4%	3.9%																																																																																																																																																																																																																								
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charges</td> <td>€m (45,574)</td> <td>(45,976)</td> <td>8,193</td> <td>(31,812)</td> <td>(32,816)</td> <td>(38,980)</td> </tr> <tr> <td>Profit before tax</td> <td>€m 2,072</td> <td>2,123</td> <td>-2,074</td> <td>1,058</td> <td>2,221</td> <td>2,145</td> </tr> <tr> <td>Tax attributable to policyholders' returns</td> <td>€m (811)</td> <td>-818</td> <td>1,024</td> <td>5</td> <td>(849)</td> <td>(1,147)</td> </tr> <tr> <td>Profit before tax attributable to shareholders</td> <td>€m 1,461</td> <td>746</td> <td>(450)</td> <td>1,063</td> <td>1,372</td> <td>998</td> </tr> <tr> <td>Tax expense</td> <td>€m (636)</td> <td>-873</td> <td>1,883</td> <td>(349)</td> <td>1,241</td> <td>(1,388)</td> </tr> <tr> <td>Loss: tax attributable to policyholders' returns</td> <td>€m 611</td> <td>-818</td> <td>1,024</td> <td>5</td> <td>649</td> <td>1,147</td> </tr> <tr> <td>Tax attributable to shareholders' profits</td> <td>€m (25)</td> <td>(55)</td> <td>58</td> <td>(354)</td> <td>(55)</td> <td>(241)</td> </tr> <tr> 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(257)	(209)	(172)	(168)	(177)	(208)	Loss on sale of Taiwan agency business	€m -	(569)	-	-	-	-	Goodwill impairment charge	€m -	-	-	-	-	(120)	Total charges	€m (45,574)	(45,976)	8,193	(31,812)	(32,816)	(38,980)	Profit before tax	€m 2,072	2,123	-2,074	1,058	2,221	2,145	Tax attributable to policyholders' returns	€m (811)	-818	1,024	5	(849)	(1,147)	Profit before tax attributable to shareholders	€m 1,461	746	(450)	1,063	1,372	998	Tax expense	€m (636)	-873	1,883	(349)	1,241	(1,388)	Loss: tax attributable to policyholders' returns	€m 611	-818	1,024	5	649	1,147	Tax attributable to shareholders' profits	€m (25)	(55)	58	(354)	(55)	(241)	Profit from continuing operations after tax	€m 1,436	691	(391)	709	980	757	Discontinued operations (net of tax)	€m -	(14)	0	241	(105)	3	Profit for the year	€m 1,436	677	(391)	950	875	760	Attributable to:							Equity holders of the Company	€m 1,431	(296)	947	947	874	748	Minority interests	€m 5	1	5	3	1	12	Profit for the year	€m 1,436	677	(391)	950	875	760	Basic earnings per share:							Based on profit from continuing operations attributable to the equity holders of the Company	GBP 56.70	27.60	-16.00	28.80	40.50	31.50	Based on profit (loss) from discontinued operations attributable to the equity holders of the Company	GBP -	(0.60)	0.00	9.90	(4.30)	0.10		GBP 56.70	27.00	(16.00)	38.70	36.20	31.60	Divided earnings per share:							Based on profit from continuing operations attributable to the equity holders of the Company	GBP 56.60	27.60	-16.00	28.80	40.50	31.50	Based on profit (loss) from discontinued operations attributable to the equity holders of the Company	GBP -	(0.60)	0.00	9.90	(4.30)	0.10		GBP 56.60	27.00	-16.00	38.80	36.20	31.60	Insurance & Investment products - Profit New Business - 2010 	
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Benefits and claims and movement in unallocated surplus of with-profits funds	€m (40,518)	(41,159)	10,824	(26,740)	(28,421)	(33,100)																																																																																																																																																																																																																																																		
Acquisition costs and other operating expenditure	€m (4,799)	(4,572)	(2,459)	(4,809)	(4,212)	(5,652)																																																																																																																																																																																																																																																		
Finance costs: interest on core structural borrowings of shareholder-financed operations	€m (257)	(209)	(172)	(168)	(177)	(208)																																																																																																																																																																																																																																																		
Loss on sale of Taiwan agency business	€m -	(569)	-	-	-	-																																																																																																																																																																																																																																																		
Goodwill impairment charge	€m -	-	-	-	-	(120)																																																																																																																																																																																																																																																		
Total charges	€m (45,574)	(45,976)	8,193	(31,812)	(32,816)	(38,980)																																																																																																																																																																																																																																																		
Profit before tax	€m 2,072	2,123	-2,074	1,058	2,221	2,145																																																																																																																																																																																																																																																		
Tax attributable to policyholders' returns	€m (811)	-818	1,024	5	(849)	(1,147)																																																																																																																																																																																																																																																		
Profit before tax attributable to shareholders	€m 1,461	746	(450)	1,063	1,372	998																																																																																																																																																																																																																																																		
Tax expense	€m (636)	-873	1,883	(349)	1,241	(1,388)																																																																																																																																																																																																																																																		
Loss: tax attributable to policyholders' returns	€m 611	-818	1,024	5	649	1,147																																																																																																																																																																																																																																																		
Tax attributable to shareholders' profits	€m (25)	(55)	58	(354)	(55)	(241)																																																																																																																																																																																																																																																		
Profit from continuing operations after tax	€m 1,436	691	(391)	709	980	757																																																																																																																																																																																																																																																		
Discontinued operations (net of tax)	€m -	(14)	0	241	(105)	3																																																																																																																																																																																																																																																		
Profit for the year	€m 1,436	677	(391)	950	875	760																																																																																																																																																																																																																																																		
Attributable to:																																																																																																																																																																																																																																																								
Equity holders of the Company	€m 1,431	(296)	947	947	874	748																																																																																																																																																																																																																																																		
Minority interests	€m 5	1	5	3	1	12																																																																																																																																																																																																																																																		
Profit for the year	€m 1,436	677	(391)	950	875	760																																																																																																																																																																																																																																																		
Basic earnings per share:																																																																																																																																																																																																																																																								
Based on profit from continuing operations attributable to the equity holders of the Company	GBP 56.70	27.60	-16.00	28.80	40.50	31.50																																																																																																																																																																																																																																																		
Based on profit (loss) from discontinued operations attributable to the equity holders of the Company	GBP -	(0.60)	0.00	9.90	(4.30)	0.10																																																																																																																																																																																																																																																		
	GBP 56.70	27.00	(16.00)	38.70	36.20	31.60																																																																																																																																																																																																																																																		
Divided earnings per share:																																																																																																																																																																																																																																																								
Based on profit from continuing operations attributable to the equity holders of the Company	GBP 56.60	27.60	-16.00	28.80	40.50	31.50																																																																																																																																																																																																																																																		
Based on profit (loss) from discontinued operations attributable to the equity holders of the Company	GBP -	(0.60)	0.00	9.90	(4.30)	0.10																																																																																																																																																																																																																																																		
	GBP 56.60	27.00	-16.00	38.80	36.20	31.60																																																																																																																																																																																																																																																		
Management Harvey McGrath Chairman, Prudential plc Tidjane Thiam Group Chief Executive, Prudential plc Nic Mandroux Chief Financial Officer, Prudential plc Rob Devery Executive Director, Prudential UK & Europe Barry Stone Executive Director, Prudential Corporation Asia Michael McLintock Executive Director, M&A Mike Wells Executive Director, Jackson National Life Insurance Company John Foley Executive Director		Corporate Action Calendar 11 May 2011: First Quarter 2011 Interim Management Statement 19 May 2011: Annual General Meeting 02 August 2011: 2011 Half Year Results 08 November 2011: Third Quarter 2011 Interim Management Statement																																																																																																																																																																																																																																																						
Latest News (Last Update 04/01/2011) 31 Mar 2011: Annual Report and Accounts 2010 09 Mar 2011: Prudential plc Full Year 2010 Results 04 Jan 2011: Tidjane Thiam appointed to chair GSO Panel for Infrastructure Investment 05 Jan 2011: Peter Goerke appointed Group Human Resources Director 08 Dec 2010: John Foley appointed Group Chief Risk Officer and to the Board of Prudential plc as executive director 01 Dec 2010: Investor Conference - Growth and Cash 10 Nov 2010: Prudential plc Third Quarter 2010 Interim Management Statement 15 Oct 2010: Howard Davies and Paul Manduca to join the Board of Prudential plc as non-executive directors 12 Aug 2010: Prudential plc 2010 Half Year Financial Results 7 June 2010: Prudential plc trading update 11 May 2010: First Quarter 2010 Interim Management Statement																																																																																																																																																																																																																																																								
Company address Prudential plc, Laurence Pountney Hill, London EC6R 0HA, UK Telephone No: +44 (0)207 220 7988		Company website www.prudential.co.uk																																																																																																																																																																																																																																																						