

PRUDENTIAL PLC
Form 6-K
February 20, 2009

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

**Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934**

For the month of February, 2009

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

**LAURENCE POUNTNEY HILL,
LONDON, EC4R 0HH, ENGLAND**
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

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If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

Enclosure: Full Year 2008 New Business - Part 2

Schedule 1A - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

| Note | UK | | | US Note 1a | | | Asia Note 1a | | | 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 - (2) Gross Inflows | 16,154 | 14,745 | 10% | 36 | 65 | (45%) | 46,957 | 40,875 | 15% | 63,147 | 55,685 | 13% |
| | <u>23,337</u> | <u>21,624</u> | <u>8%</u> | <u>6,977</u> | <u>7,128</u> | <u>(2%)</u> | <u>49,630</u> | <u>44,024</u> | <u>13%</u> | <u>79,944</u> | <u>72,776</u> | <u>10%</u> |

INSURANCE OPERATIONS

| | Single | | | Regular | | | Total | | | Annual Equivalents Note 3 | | |
|--|------------------|------------------|------------|------------------|------------------|------------|------------------|------------------|------------|------------------------------|------------------|------------|
| | FY 2008 £m | FY 2007 £m | +/-(%) | FY 2008 £m | FY 2007 £m | +/-(%) | FY 2008 £m | FY 2007 £m | +/-(%) | FY 2008 £m | FY 2007 £m | +/-(%) |

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UK Insurance
Operations

Product Summary

| | | | | | | | | | | | | |
|---------------------------------------|--------------|--------------|-------------|------------|------------|-------------|--------------|--------------|-------------|------------|------------|-------------|
| 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%) |
| Total Individual Annuities | 2,800 | 2,796 | 0% | - | - | - | 2,800 | 2,796 | 0% | 280 | 280 | 0% |
| 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 (12) | - | - | - | 16 | 13 | 23% | 16 | 13 | 23% | 16 | 13 | 23% |
| Income Drawdown (13) | 75 | 34 | 121% | - | - | - | 75 | 34 | 121% | 8 | 3 | 167% |
| Total Retail Retirement | 4,982 | 4,281 | 16% | 117 | 107 | 9% | 5,099 | 4,388 | 16% | 615 | 535 | 15% |
| 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% |
| Total Mature Life and Pensions | 512 | 531 | (4%) | 137 | 140 | (2%) | 649 | 671 | (3%) | 188 | 193 | (3%) |
| Total Retail | 5,494 | 4,812 | 14% | 254 | 247 | 3% | 5,748 | 5,059 | 14% | 803 | 728 | 10% |

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| | | | | | | | | | | | | |
|---------------------------------|-------|-------|-------|-----|-----|-----|-------|-------|-------|-----|-----|-------|
| 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% |
| Total UK Insurance Operations | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 947 | 910 | 4% |
| Channel Summary | | | | | | | | | | | | |
| 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%) |
| Sub-Total | 6,776 | 6,489 | 4% | 254 | 247 | 3% | 7,030 | 6,736 | 4% | 932 | 896 | 4% |
| DWP Rebates | 153 | 143 | 7% | - | - | - | 153 | 143 | 7% | 15 | 14 | 7% |
| Total UK Insurance Operations | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 947 | 910 | 4% |
| US Insurance Operations | (1a) | | | | | | | | | | | |
| 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% |
| Sub-Total Retail | 5,723 | 6,032 | (5%) | 24 | 20 | 20% | 5,747 | 6,052 | (5%) | 596 | 623 | (4%) |
| 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%) |
| Total US Insurance Operations | 6,917 | 7,043 | (2%) | 24 | 20 | 20% | 6,941 | 7,063 | (2%) | 716 | 724 | (1%) |

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|----------------------------------|------|--------|--------|-------|-------|-------|-------|--------|--------|-------|-------|-------|-------|
| Asian Insurance Operations | (1a) | | | | | | | | | | | | |
| China | (10) | 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 | (6) | 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 | (4) | 18 | 40 | (55%) | 54 | 60 | (10%) | 72 | 100 | (28%) | 56 | 64 | (13%) |
| Total Asian Insurance Operations | | 1,457 | 1,978 | (26%) | 1,216 | 1,171 | 4% | 2,673 | 3,149 | (15%) | 1,362 | 1,369 | (1%) |
| Group Total | | 15,303 | 15,653 | (2%) | 1,494 | 1,438 | 4% | 16,797 | 17,091 | (2%) | 3,024 | 3,003 | 1% |

Schedule 1B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

| Note | UK | | | US Note 1b | | | Asia Note 1b | | | 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 | +/- (%) |
| | 7,183 | 6,879 | 4% | 6,941 | 6,534 | 6% | 2,673 | 2,901 | (8%) | 16,797 | 16,314 | 3% |

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Total
Insurance
Products

Total
Investment
Products - (2)
Gross
Inflows

| | | | | | | | | | | | |
|---------------|---------------|-----------|--------------|--------------|-----------|---------------|---------------|------------|---------------|---------------|------------|
| 16,154 | 14,745 | 10% | 36 | 60 | (40%) | 46,957 | 38,954 | 21% | 63,147 | 53,759 | 17% |
| <u>23,337</u> | <u>21,624</u> | <u>8%</u> | <u>6,977</u> | <u>6,594</u> | <u>6%</u> | <u>49,630</u> | <u>41,855</u> | <u>19%</u> | <u>79,944</u> | <u>70,073</u> | <u>14%</u> |

INSURANCE OPERATIONS

| | Single | | | Regular | | | Total | | | Annual Equivalents Note 3 | | |
|--|------------------|------------------|-----------|------------------|------------------|----------|------------------|------------------|-----------|------------------------------|------------------|-----------|
| | FY 2008 £m | FY 2007 £m | +/(%) | FY 2008 £m | FY 2007 £m | +/(%) | FY 2008 £m | FY 2007 £m | +/(%) | FY 2008 £m | FY 2007 £m | +/(%) |
| UK Insurance Operations | | | | | | | | | | | | |
| Product Summary | | | | | | | | | | | | |
| 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%) |
| Total Individual Annuities | <u>2,800</u> | <u>2,796</u> | <u>0%</u> | <u>-</u> | <u>-</u> | <u>-</u> | <u>2,800</u> | <u>2,796</u> | <u>0%</u> | <u>280</u> | <u>280</u> | <u>0%</u> |
| 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%) |

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|--------------------------------|-------|-------|-------|-----|-----|-------|-------|-------|-------|-----|-----|-------|
| 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 (12) | - | - | - | 16 | 13 | 23% | 16 | 13 | 23% | 16 | 13 | 23% |
| Income Drawdown (13) | 75 | 34 | 121% | - | - | - | 75 | 34 | 121% | 8 | 3 | 167% |
| Total Retail Retirement | 4,982 | 4,281 | 16% | 117 | 107 | 9% | 5,099 | 4,388 | 16% | 615 | 535 | 15% |
| 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% |
| Total Mature Life and Pensions | 512 | 531 | (4%) | 137 | 140 | (2%) | 649 | 671 | (3%) | 188 | 193 | (3%) |
| Total Retail | 5,494 | 4,812 | 14% | 254 | 247 | 3% | 5,748 | 5,059 | 14% | 803 | 728 | 10% |
| 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% |
| Total UK Insurance Operations | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 947 | 910 | 4% |
| Channel Summary | | | | | | | | | | | | |
| 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%) |
| Sub-Total | 6,776 | 6,489 | 4% | 254 | 247 | 3% | 7,030 | 6,736 | 4% | 932 | 896 | 4% |
| DWP Rebates | 153 | 143 | 7% | - | - | - | 153 | 143 | 7% | 15 | 14 | 7% |
| Total UK Insurance Operations | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 947 | 910 | 4% |

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|----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| US Insurance Operations | (1b) | | | | | | | | | | | | |
| 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% |
| Sub-Total Retail | | 5,723 | 5,580 | 3% | 24 | 19 | 26% | 5,747 | 5,599 | 3% | 596 | 577 | 3% |
| 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%) |
| Total US Insurance Operations | | 6,917 | 6,515 | 6% | 24 | 19 | 26% | 6,941 | 6,534 | 6% | 716 | 671 | 7% |
| Asian Insurance Operations | (1b) | | | | | | | | | | | | |
| China | (10) | 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 | (6) | 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 | (4) | 18 | 36 | (50%) | 54 | 55 | (2%) | 72 | 91 | (21%) | 56 | 59 | (5%) |
| Total Asian Insurance Operations | | 1,457 | 1,793 | (19%) | 1,216 | 1,108 | 10% | 2,673 | 2,901 | (8%) | 1,362 | 1,287 | 6% |

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|-------------|--------|--------|----|-------|-------|----|--------|--------|----|-------|-------|----|
| Group Total | 15,303 | 14,940 | 2% | 1,494 | 1,374 | 9% | 16,797 | 16,314 | 3% | 3,024 | 2,868 | 5% |
|-------------|--------|--------|----|-------|-------|----|--------|--------|----|-------|-------|----|

Schedule 2A - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

INVESTMENT OPERATIONS

| | Note | Gross Inflows £m | Redemptions £m | Net Inflows £m | Opening FUM £m | Closing FUM £m | Variance % |
|-------------------------------|------|---------------------|-------------------|-------------------|-------------------|-------------------|---------------|
| 2008 | | | | | | | |
| M&G | (9) | | | | | | |
| Retail | | 9,040 | (6,945) | 2,095 | 22,320 | 19,142 | (14%) |
| Institutional | (5) | 7,114 | (5,802) | 1,312 | 28,901 | 27,855 | (4%) |
| Total M&G | | <u>16,154</u> | <u>(12,747)</u> | <u>3,407</u> | <u>51,221</u> | <u>46,997</u> | <u>(8%)</u> |
| Asia | (9) | | | | | | |
| 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 | (11) | 1,602 | (1,145) | 457 | 3,492 | 2,758 | (21%) |
| Total Asian Equity/Bond/Other | | <u>6,045</u> | <u>(5,366)</u> | <u>679</u> | <u>18,391</u> | <u>10,570</u> | <u>(43%)</u> |
| MMF | | | | | | | |
| India | | 33,896 | (34,072) | (176) | 1,586 | 1,562 | (2%) |
| Taiwan | | 4,047 | (3,610) | 437 | 863 | 1,421 | 65% |
| Korea | | 1,933 | (1,955) | (22) | 494 | 474 | (4%) |

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|------------------------------------|---------------|---------------------|-------------------|-------------------|---------------|--------------|
| Other Mutual Fund Operations | 780 | (727) | 53 | 345 | 416 | 21% |
| Total Asian MMF | <u>40,656</u> | <u>(40,364)</u> | <u>292</u> | <u>3,288</u> | <u>3,873</u> | <u>18%</u> |
| Total Asia Retail Mutual Funds | <u>46,701</u> | <u>(45,730)</u> | <u>971</u> | <u>21,679</u> | <u>14,443</u> | <u>(33%)</u> |
| Third Party Institutional Mandates | 256 | (372) | (116) | 1,547 | 789 | (49%) |
| Total Asian Investment Operations | <u>46,957</u> | <u>(46,102)</u> | <u>855</u> | <u>23,226</u> | <u>15,232</u> | <u>(34%)</u> |
| US | | | | | | |
| Retail | 36 | (32) | 4 | 76 | 50 | (34%) |
| Total US | <u>36</u> | <u>(32)</u> | <u>4</u> | <u>76</u> | <u>50</u> | <u>(34%)</u> |
| Total Investment Products | <u>63,147</u> | <u>(58,881)</u> | <u>4,266</u> | <u>74,523</u> | <u>62,279</u> | <u>(16%)</u> |
| | | Gross Inflows £m | Redemptions £m | Net Inflows £m | | |
| 2007 M&G | (9) | | | | | |
| Retail | | 8,690 | (5,970) | 2,720 | | |
| Institutional | (5) | 6,055 | (3,817) | 2,238 | | |
| Total M&G | | <u>14,745</u> | <u>(9,787)</u> | <u>4,958</u> | | |
| Asia | (9) | | | | | |
| 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 | (11) | 2,283 | (1,623) | 660 | | |
| Total Asia Equity/Bond/Other | | <u>10,624</u> | <u>(8,250)</u> | <u>2,374</u> | | |
| MMF | | | | | | |
| India | | 24,968 | (24,172) | 796 | | |

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|------------------------------------|------|---------------|-----------------|--------------|
| Taiwan | | 2,563 | (2,384) | 179 |
| Korea | | 2,023 | (2,137) | (114) |
| Other Mutual Fund Operations | | 482 | (359) | 123 |
| Total Asian MMF | | <u>30,036</u> | <u>(29,052)</u> | <u>984</u> |
| Total Asia Retail Mutual Funds | | <u>40,660</u> | <u>(37,302)</u> | <u>3,358</u> |
| Third Party Institutional Mandates | | 215 | (118) | 97 |
| Total Asian Investment Operations | | <u>40,875</u> | <u>(37,420)</u> | <u>3,455</u> |
| US | | | | |
| Retail | | 65 | (4) | 61 |
| Total US | | <u>65</u> | <u>(4)</u> | <u>61</u> |
| Total Investment Products | | <u>55,685</u> | <u>(47,211)</u> | <u>8,474</u> |
| | | Gross Inflows | Redemptions | Net Inflows |
| 2008 Movement Relative to 2007 M&G | (9) | % | % | % |
| Retail | | 4% | (16%) | (23%) |
| Institutional | (5) | 17% | (52%) | (41%) |
| Total M&G | | <u>10%</u> | <u>(30%)</u> | <u>(31%)</u> |
| Asia | (9) | | | |
| India | | (19%) | (2%) | (214%) |
| Taiwan | | (53%) | 45% | (88%) |
| Korea | | (33%) | 44% | 141% |
| Japan | | (63%) | 42% | (85%) |
| Other Mutual Fund Operations | (11) | (30%) | 29% | (31%) |

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| | | | |
|------------------------------------|--------------|---------------|--------------|
| Total Asia Equity/Bond/Other | <u>(43%)</u> | <u>35%</u> | <u>(71%)</u> |
| MMF | | | |
| India | 36% | (41%) | (122%) |
| Taiwan | 58% | (51%) | 144% |
| Korea | (4%) | 9% | 81% |
| Other Mutual Fund Operations | 62% | (103%) | (57%) |
| Total Asian MMF | <u>35%</u> | <u>(39%)</u> | <u>(70%)</u> |
| Total Asia Retail Mutual Funds | <u>15%</u> | <u>(23%)</u> | <u>(71%)</u> |
| Third Party Institutional Mandates | 19% | (215%) | (220%) |
| Total Asian Investment Operations | <u>15%</u> | <u>(23%)</u> | <u>(75%)</u> |
| US | | | |
| Retail | (45%) | (700%) | (93%) |
| Total US | <u>(45%)</u> | <u>(700%)</u> | <u>(93%)</u> |
| Total Investment Products | <u>13%</u> | <u>(25%)</u> | <u>(50%)</u> |

| | | | | |
|--|-----|---------|---------|---------|
| US | (7) | 2008 Q4 | 2007 Q4 | |
| | | YTD | YTD | +/- (%) |
| | | £m | £m | |
| Curian Capital External Funds Under Administration | | 1,818 | 2,413 | (25%) |

Schedule 2B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

INVESTMENT OPERATIONS

| | Note | 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 |
|---------------------------------------|------|----------------------|------------------------|-------------------|----------------------|--------------------------|---|---------------------------------|----------------------|
| 2008 | | | | | | | | | |
| M&G | (9) | | | | | | | | |
| Retail | | 22,320 | 9,040 | (6,945) | 2,095 | - | (5,273) | (3,178) | 19,142 |
| Institutional | (5) | 28,901 | 7,114 | (5,802) | 1,312 | 91 | (2,449) | (1,046) | 27,855 |
| Total M&G | | <u>51,221</u> | <u>16,154</u> | <u>(12,747)</u> | <u>3,407</u> | <u>91</u> | <u>(7,722)</u> | <u>(4,224)</u> | <u>46,997</u> |
| Asia | (9) | | | | | | | | |
| 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 | (11) | 2,537 | 1,602 | (1,145) | 457 | (13) | (223) | 221 | 2,758 |
| Total Asian Equity/Bond/Other | | <u>13,497</u> | <u>6,045</u> | <u>(5,366)</u> | <u>679</u> | <u>(294)</u> | <u>(3,312)</u> | <u>(2,927)</u> | <u>10,570</u> |
| MMF | | | | | | | | | |
| India | | 1,416 | 33,896 | (34,072) | (176) | 16 | 306 | 146 | 1,562 |
| Taiwan | | 632 | 4,047 | (3,610) | 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 |
| Total Asian MMF | | <u>2,780</u> | <u>40,656</u> | <u>(40,364)</u> | <u>292</u> | <u>(5)</u> | <u>806</u> | <u>1,093</u> | <u>3,873</u> |
| Total Asia Retail Mutual Funds | | <u>16,277</u> | <u>46,701</u> | <u>(45,730)</u> | <u>971</u> | <u>(299)</u> | <u>(2,506)</u> | <u>(1,834)</u> | <u>14,443</u> |
| Third Party Institutional Mandates | | 1,116 | 256 | (372) | (116) | - | (211) | (327) | 789 |
| Total Asian Investment Operations | | <u>17,393</u> | <u>46,957</u> | <u>(46,102)</u> | <u>855</u> | <u>(299)</u> | <u>(2,717)</u> | <u>(2,161)</u> | <u>15,232</u> |

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| | | | | | | | | | |
|-----------------------------------|---------------|---------------|-----------------|--------------|--------------|-----------------|----------------|---------------|--|
| US | | | | | | | | | |
| Retail | | | | | | | | | |
| | 55 | 36 | (32) | 4 | 4 | (13) | (5) | 50 | |
| Total US | <u>55</u> | <u>36</u> | <u>(32)</u> | <u>4</u> | <u>4</u> | <u>(13)</u> | <u>(5)</u> | <u>50</u> | |
| Total Investment Products | <u>68,669</u> | <u>63,147</u> | <u>(58,881)</u> | <u>4,266</u> | <u>(204)</u> | <u>(10,452)</u> | <u>(6,390)</u> | <u>62,279</u> | |
| | | | | | | | | | |
| | Opening | | | | Other | Market & | Net | | |
| | FUM | Gross | Redemptions | Net | Movements | Currency | Movement | Closing | |
| | £m | Inflows | £m | Inflows | £m | Movements | In FUM | FUM | |
| | | £m | | £m | | £m | £m | £m | |
| 2007 | | | | | | | | | |
| M&G | (9) | | | | | | | | |
| Retail | | | | | | | | | |
| | 19,176 | 8,690 | (5,970) | 2,720 | - | 424 | 3,144 | 22,320 | |
| Institutional | (5) | | | | | | | | |
| | 25,770 | 6,055 | (3,817) | 2,238 | (246) | 1,139 | 3,131 | 28,901 | |
| Total M&G | <u>44,946</u> | <u>14,745</u> | <u>(9,787)</u> | <u>4,958</u> | <u>(246)</u> | <u>1,563</u> | <u>6,275</u> | <u>51,221</u> | |
| Asia | (9) | | | | | | | | |
| 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) | (256) | (235) | 485 | (6) | 2,946 | |
| Japan | | | | | | | | | |
| | 2,816 | 2,374 | (1,198) | 1,176 | - | 321 | 1,497 | 4,313 | |
| Other Mutual Fund Operations (11) | | | | | | | | | |
| | 1,468 | 2,011 | (1,429) | 582 | 54 | 433 | 1,069 | 2,537 | |
| Total Asia Equity/Bond/Other | <u>9,495</u> | <u>9,707</u> | <u>(7,746)</u> | <u>1,961</u> | <u>11</u> | <u>2,030</u> | <u>4,002</u> | <u>13,497</u> | |
| MMF | | | | | | | | | |
| India | | | | | | | | | |
| | 709 | 24,175 | (23,404) | 771 | (267) | 203 | 707 | 1,416 | |
| Taiwan | | | | | | | | | |
| | 467 | 2,271 | (2,112) | 159 | - | 6 | 165 | 632 | |
| Korea | | | | | | | | | |
| | 609 | 2,189 | (2,312) | (123) | (21) | 15 | (129) | 480 | |
| Other Mutual Fund Operations | | | | | | | | | |
| | 133 | 424 | (316) | 108 | - | 11 | 119 | 252 | |
| Total Asian MMF | <u>1,918</u> | <u>29,059</u> | <u>(28,144)</u> | <u>915</u> | <u>(288)</u> | <u>235</u> | <u>862</u> | <u>2,780</u> | |
| | <u>11,413</u> | <u>38,766</u> | <u>(35,890)</u> | <u>2,876</u> | <u>(277)</u> | <u>2,265</u> | <u>4,864</u> | <u>16,277</u> | |

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| | | | | | | | | | |
|------------------------------------|-------------|---------------|-------------|-------------|-----------------|-----------------------------|---------------------|-------------|--|
| Total Asia Retail Mutual Funds | | | | | | | | | |
| Third Party Institutional Mandates | 840 | 188 | (103) | 85 | - | 191 | 276 | 1,116 | |
| Total Asian Investment Operations | 12,253 | 38,954 | (35,993) | 2,961 | (277) | 2,456 | 5,140 | 17,393 | |
| US | | | | | | | | | |
| Retail | - | 60 | (4) | 56 | - | (1) | 55 | 55 | |
| Total US | - | 60 | (4) | 56 | - | (1) | 55 | 55 | |
| Total Investment Products | 57,199 | 53,759 | (45,784) | 7,975 | (523) | 4,018 | 11,470 | 68,669 | |
| | Opening FUM | Gross Inflows | Redemptions | Net Inflows | Other Movements | Market & Currency Movements | Net Movement In FUM | Closing FUM | |
| 2008 Movement Relative to 2007 | % | % | % | % | % | % | % | % | |
| M&G (9) | | | | | | | | | |
| Retail | 16% | 4% | (16%) | (23%) | - | (1,344%) | (201%) | (14%) | |
| Institutional (5) | 12% | 17% | (52%) | (41%) | 137% | (315%) | (133%) | (4%) | |
| Total M&G | 14% | 10% | (30%) | (31%) | 137% | (594%) | (167%) | (8%) | |
| Asia (9) | | | | | | | | | |
| 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%) | (26%) | |
| Other Mutual Fund Operations (11) | 73% | (20%) | 20% | (21%) | (124%) | (152%) | (79%) | 9% | |
| Total Asia Equity/Bond/Other | 42% | (38%) | 31% | (65%) | (2,773%) | (263%) | (173%) | (22%) | |
| MMF | | | | | | | | | |
| India | 100% | 40% | (46%) | (123%) | 106% | 51% | (79%) | 10% | |
| Taiwan | 35% | 78% | (71%) | 175% | - | 5,767% | 378% | 125% | |

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| | | | | | | | | |
|------------------------------------|------------|--------------|---------------|--------------|-------------|-----------------|---------------|--------------|
| Korea | (21%) | (12%) | 15% | 82% | 0% | 147% | 95% | (1%) |
| Other Mutual Fund Operations | 89% | 84% | (130%) | (51%) | - | 909% | 38% | 65% |
| Total Asian MMF | <u>45%</u> | <u>40%</u> | <u>(43%)</u> | <u>(68%)</u> | <u>98%</u> | <u>243%</u> | <u>27%</u> | <u>39%</u> |
| Total Asia Retail Mutual Funds | <u>43%</u> | <u>20%</u> | <u>(27%)</u> | <u>(66%)</u> | <u>(8%)</u> | <u>(211%)</u> | <u>(138%)</u> | <u>(11%)</u> |
| Third Party Institutional Mandates | 33% | 36% | (261%) | (236%) | - | (210%) | (218%) | (29%) |
| Total Asian Investment Operations | <u>42%</u> | <u>21%</u> | <u>(28%)</u> | <u>(71%)</u> | <u>(8%)</u> | <u>(211%)</u> | <u>(142%)</u> | <u>(12%)</u> |
| US | | | | | | | | |
| Retail | - | (40%) | (700%) | (93%) | - | (1,200%) | (109%) | (9%) |
| Total US | <u>-</u> | <u>(40%)</u> | <u>(700%)</u> | <u>(93%)</u> | <u>-</u> | <u>(1,200%)</u> | <u>(109%)</u> | <u>(9%)</u> |
| Total Investment Products | <u>20%</u> | <u>17%</u> | <u>(29%)</u> | <u>(47%)</u> | <u>61%</u> | <u>(360%)</u> | <u>(156%)</u> | <u>(9%)</u> |

| US | 2008 Q4 | 2007 Q4 | |
|--|---------|---------|-----|
| | YTD | YTD +/- | (%) |
| | £m | £m | |
| Curian Capital External Funds Under Administration | 1,818 | 1,743 | 4% |

Schedule 3 - Actual Exchange Rates

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

INSURANCE OPERATIONS

| Note | Single | | | Regular | | | Total | | | Annual Equivalents | | |
|------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------------|---------|---------|
| | Q4 2008 | Q4 2007 | +/- (%) | Q4 2008 | Q4 2007 | +/- (%) | Q4 2008 | Q4 2007 | +/- (%) | Q4 2008 | Q4 2007 | +/- (%) |

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| | £m | £m | | £m | £m | | £m | £m | | £m | £m | |
|----------------------------------|-------|-------|-------|----|----|-------|-------|-------|-------|-----|-----|-------|
| UK Insurance Operations | | | | | | | | | | | | |
| Product Summary | | | | | | | | | | | | |
| 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%) |
| Total Individual Annuities | 720 | 679 | 6% | - | - | - | 720 | 679 | 6% | 72 | 68 | 6% |
| 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 (12) | - | - | - | 2 | 3 | (33%) | 2 | 3 | (33%) | 2 | 3 | (33%) |
| Income Drawdown (13) | 21 | 14 | 50% | - | - | - | 21 | 14 | 50% | 2 | 1 | 100% |
| Total Retail Retirement | 1,268 | 1,200 | 6% | 30 | 32 | (6%) | 1,298 | 1,232 | 5% | 157 | 152 | 3% |
| Corporate Pensions (14) | - | 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% |
| Total Mature Life and Pensions | 69 | 91 | (24%) | 32 | 34 | (6%) | 101 | 125 | (19%) | 39 | 43 | (9%) |

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| | | | | | | | | | | | | |
|---------------------------------|--------------|--------------|--------------|-----------|-----------|-------------|--------------|--------------|--------------|------------|------------|--------------|
| Total Retail | <u>1,337</u> | <u>1,291</u> | <u>4%</u> | <u>62</u> | <u>66</u> | <u>(6%)</u> | <u>1,399</u> | <u>1,357</u> | <u>3%</u> | <u>196</u> | <u>195</u> | <u>1</u> |
| Wholesale Annuities | 47 | 1,754 | (97%) | - | - | - | 47 | 1,754 | (97%) | 5 | 175 | (97%) |
| Credit Life | 7 | 4 | 75% | - | - | - | 7 | 4 | 75% | 1 | - | |
| Total UK Insurance Operations | <u>1,391</u> | <u>3,049</u> | <u>(54%)</u> | <u>62</u> | <u>66</u> | <u>(6%)</u> | <u>1,453</u> | <u>3,115</u> | <u>(53%)</u> | <u>201</u> | <u>371</u> | <u>(46%)</u> |
| Channel Summary | | | | | | | | | | | | |
| 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%) |
| Sub-Total | <u>1,341</u> | <u>3,035</u> | <u>(56%)</u> | <u>62</u> | <u>66</u> | <u>(6%)</u> | <u>1,403</u> | <u>3,101</u> | <u>(55%)</u> | <u>196</u> | <u>370</u> | <u>(47%)</u> |
| DWP Rebates | 50 | 14 | 257% | - | - | - | 50 | 14 | 257% | 5 | 1 | 400% |
| Total UK Insurance Operations | <u>1,391</u> | <u>3,049</u> | <u>(54%)</u> | <u>62</u> | <u>66</u> | <u>(6%)</u> | <u>1,453</u> | <u>3,115</u> | <u>(53%)</u> | <u>201</u> | <u>371</u> | <u>(46%)</u> |
| US Insurance Operations (1b)(8) | | | | | | | | | | | | |
| 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% |
| Sub-Total Retail | <u>1,663</u> | <u>1,395</u> | <u>19%</u> | <u>6</u> | <u>6</u> | <u>0%</u> | <u>1,669</u> | <u>1,401</u> | <u>19%</u> | <u>172</u> | <u>146</u> | <u>18%</u> |
| Guaranteed Investment Contracts | 42 | 148 | (72%) | - | - | - | 42 | 148 | (72%) | 4 | 15 | (73%) |
| GIC - Medium Term Note | 16 | (4) | 500% | - | - | - | 16 | (4) | 500% | 2 | - | |
| Total US Insurance Operations | <u>1,721</u> | <u>1,539</u> | <u>12%</u> | <u>6</u> | <u>6</u> | <u>0%</u> | <u>1,727</u> | <u>1,545</u> | <u>12%</u> | <u>178</u> | <u>160</u> | <u>11%</u> |

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| Asian Insurance Operations | (1b) (8) | | | | | | | | | | | | |
|----------------------------------|-------------|-------|-------|-------|-----|-----|-------|-------|-------|-------|-----|-----|-------|
| China | (10) | 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 | (6) | 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 | (4) | 4 | 15 | (73%) | 14 | 22 | (36%) | 18 | 37 | (51%) | 14 | 24 | (42%) |
| Total Asian Insurance Operations | | 170 | 592 | (71%) | 312 | 309 | 1% | 482 | 901 | (47%) | 329 | 368 | (11%) |
| Group Total | | 3,282 | 5,180 | (37%) | 380 | 381 | (0%) | 3,662 | 5,561 | (34%) | 708 | 899 | (21%) |

INVESTMENT OPERATIONS

| | | | Opening FUM £m | Gross Inflows £m | Redemptions £m | Net Inflows £m | Other Movements £m | Market & Currency Movements £m | Net Movement £m | Closing FUM £m |
|--------------------------|------|---------|-------------------|---------------------|-------------------|-------------------|-----------------------|-----------------------------------|--------------------|-------------------|
| M&G | (5) | Q4 2008 | 49,994 | 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 |
| | | +/- (%) | 0% | 3% | (86%) | (154%) | 189% | (3,394%) | (328%) | (8%) |
| Asia Retail Mutual Funds | (15) | Q4 2008 | 13,594 | 12,529 | (12,618) | (89) | (6) | 944 | 849 | 14,443 |

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| | | | | | | | | | |
|---------------------------|---------|--------|--------|----------|--------|-------|---------|---------|--------|
| | Q4 2007 | 15,120 | 10,842 | (10,346) | 496 | (125) | 786 | 1,157 | 16,277 |
| | +/- (%) | (10%) | 16% | (22%) | (118%) | 95% | 20% | (27%) | (11%) |
| Asia Third Party | 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%) |
| US Retail Mutual Funds | 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%) |
| Total Investment Products | 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%) |

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date 20 February, 2009

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Jon Bunn

Jon Bunn
Director of Public Relations