

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 3

Schedule 4 - Actual Exchange Rates

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

INSURANCE OPERATIONS

| Note | 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 | +/-(%) |
| UK Insurance Operations | | | | | | | | | | | | |
| Product Summary | | | | | | | | | | | | |
| 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%) |
| Total Individual Annuities | 720 | 701 | 3% | - | - | - | 720 | 701 | 3% | 72 | 70 | 3% |
| 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%) |

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|--------------------------------|--------------|--------------|--------------|-----------|-----------|--------------|--------------|--------------|--------------|------------|------------|--------------|
| 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 (12) | - | - | - | 2 | 6 | (67%) | 2 | 6 | (67%) | 2 | 6 | (67%) |
| Income Drawdown (13) | 21 | 24 | (13%) | - | - | - | 21 | 24 | (13%) | 2 | 2 | 0% |
| Total Retail Retirement | <u>1,268</u> | <u>1,256</u> | <u>1%</u> | <u>30</u> | <u>35</u> | <u>(14%)</u> | <u>1,298</u> | <u>1,291</u> | <u>1%</u> | <u>157</u> | <u>161</u> | <u>(2%)</u> |
| Corporate Pensions (14) | - | 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 | - | - |
| Total Mature Life and Pensions | <u>69</u> | <u>90</u> | <u>(23%)</u> | <u>32</u> | <u>32</u> | <u>0%</u> | <u>101</u> | <u>122</u> | <u>(17%)</u> | <u>39</u> | <u>41</u> | <u>(5%)</u> |
| Total Retail | <u>1,337</u> | <u>1,346</u> | <u>(1%)</u> | <u>62</u> | <u>67</u> | <u>(7%)</u> | <u>1,399</u> | <u>1,413</u> | <u>(1%)</u> | <u>196</u> | <u>202</u> | <u>(3%)</u> |
| Wholesale Annuities | 47 | 1,063 | (96%) | - | - | - | 47 | 1,063 | (96%) | 5 | 106 | (95%) |
| Credit Life | 7 | 4 | 75% | - | - | - | 7 | 4 | 75% | 1 | - | - |
| Total UK Insurance Operations | <u>1,391</u> | <u>2,413</u> | <u>(42%)</u> | <u>62</u> | <u>67</u> | <u>(7%)</u> | <u>1,453</u> | <u>2,480</u> | <u>(41%)</u> | <u>201</u> | <u>308</u> | <u>(35%)</u> |
| Channel Summary | | | | | | | | | | | | |
| 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%) |
| Sub-Total | <u>1,341</u> | <u>2,413</u> | <u>(44%)</u> | <u>62</u> | <u>67</u> | <u>(7%)</u> | <u>1,403</u> | <u>2,480</u> | <u>(43%)</u> | <u>196</u> | <u>308</u> | <u>(36%)</u> |
| DWP Rebates | 50 | - | - | - | - | - | 50 | - | - | 5 | - | - |
| Total UK Insurance Operations | <u>1,391</u> | <u>2,413</u> | <u>(42%)</u> | <u>62</u> | <u>67</u> | <u>(7%)</u> | <u>1,453</u> | <u>2,480</u> | <u>(41%)</u> | <u>201</u> | <u>308</u> | <u>(35%)</u> |

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|----------------------------------|------|-------|-------|-------|-----|-----|-------|-------|-------|-------|-----|-----|-------|
| US Insurance Operations | (1b) | | | | | | | | | | | | |
| | (8) | | | | | | | | | | | | |
| 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%) |
| Sub-Total Retail | | 1,663 | 1,428 | 16% | 6 | 7 | (14%) | 1,669 | 1,435 | 16% | 172 | 150 | 15% |
| 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% |
| Total US Insurance Operations | | 1,721 | 1,743 | (1%) | 6 | 7 | (14%) | 1,727 | 1,750 | (1%) | 178 | 181 | (2%) |
| Asian Insurance Operations | (1b) | | | | | | | | | | | | |
| | (8) | | | | | | | | | | | | |
| China | (10) | 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 | (6) | 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%) | 50 | 71 | (30%) | 37 | 59 | (37%) |
| Malaysia | | 6 | 8 | (25%) | 35 | 26 | 35% | 41 | 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 | (4) | 4 | 4 | 0% | 14 | 11 | 27% | 18 | 15 | 20% | 14 | 11 | 27% |
| Total Asian Insurance Operations | | 170 | 250 | (32%) | 312 | 281 | 11% | 482 | 531 | (9%) | 329 | 306 | 8% |

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|-------------|--|--------------|--------------|--------------|------------|------------|-----------|--------------|--------------|--------------|------------|------------|--------------|
| Group Total | | <u>3,282</u> | <u>4,406</u> | <u>(26%)</u> | <u>380</u> | <u>355</u> | <u>7%</u> | <u>3,662</u> | <u>4,761</u> | <u>(23%)</u> | <u>708</u> | <u>796</u> | <u>(11%)</u> |
|-------------|--|--------------|--------------|--------------|------------|------------|-----------|--------------|--------------|--------------|------------|------------|--------------|

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 |
|------------------------------|------|------------|----------------------|------------------------|-------------------|----------------------|--------------------------|---|---------------------------------|----------------------|
| M&G | (5) | 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%) |
| Asia Retail Mutual Funds | (15) | 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% |
| Asia Third Party | | 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% |
| US Retail Mutual Funds | | 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%) |
| Total Investment Products | | Q4 2008 | 64,401 | 16,589 | (17,425) | (836) | 106 | (1,392) | (2,122) | 62,279 |
| | | | 67,447 | 16,197 | (15,186) | 1,011 | (22) | (4,035) | (3,046) | 64,401 |

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|--|------------|------|----|-------|--------|------|-----|-----|------|
| | Q3 2008 | | | | | | | | |
| | +/- | (5%) | 2% | (15%) | (183%) | 582% | 66% | 30% | (3%) |

Schedule 5 - 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

| UK 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 | +/- |

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Product Summary

| | | | | | | | | | | | | |
|---------------------------------------|--------------|--------------|-------------|------------|------------|-------------|--------------|--------------|-------------|--------------|--------------|------------|
| 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%) |
| Total Individual Annuities | 2,800 | 2,796 | 0% | - | - | - | 2,800 | 2,796 | 0% | 2,800 | 2,796 | 0% |
| 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 (12) | - | - | - | 16 | 13 | 23% | 16 | 13 | 23% | 146 | 107 | 36% |
| Income Drawdown (13) | 75 | 34 | 121% | - | - | - | 75 | 34 | 121% | 75 | 34 | 121% |
| Total Retail Retirement | 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% |
| Total Mature Life and Pensions | 512 | 531 | (4%) | 137 | 140 | (2%) | 649 | 671 | (3%) | 1,025 | 1,023 | 0% |
| Total Retail | 5,494 | 4,812 | 14% | 254 | 247 | 3% | 5,748 | 5,059 | 14% | 6,646 | 5,916 | 12% |

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|---------------------------------|-------|-------|-------|-----|-----|-----|-------|-------|-------|-------|-------|-------|
| 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%) |
| Total UK Insurance Operations | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 8,081 | 7,736 | 4% |
| Channel Summary | | | | | | | | | | | | |
| 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%) |
| Sub-Total | 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% |
| Total UK Insurance Operations | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 8,081 | 7,736 | 4% |
| US Insurance Operations (1a) | | | | | | | | | | | | |
| 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% |
| Sub-Total Retail | 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%) |
| Total US Insurance Operations | 6,917 | 7,043 | (2%) | 24 | 20 | 20% | 6,941 | 7,063 | (2%) | 7,140 | 7,205 | (1%) |
| Asian Insurance Operations (1a) | | | | | | | | | | | | |

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|----------------------------------|------|--------|--------|-------|-------|-------|-------|--------|--------|-------|--------|--------|-------|
| China | (10) | 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 | (6) | 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 | (4) | 18 | 40 | (55%) | 54 | 60 | (10%) | 72 | 100 | (28%) | 188 | 219 | (14%) |
| Total Asian Insurance Operations | | 1,457 | 1,978 | (26%) | 1,216 | 1,171 | 4% | 2,673 | 3,149 | (15%) | 7,308 | 7,407 | (1%) |
| Group Total | | 15,303 | 15,653 | (2%) | 1,494 | 1,438 | 4% | 16,797 | 17,091 | (2%) | 22,529 | 22,348 | 1% |

Schedule 6 - 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% |
| (2) | 16,154 | 14,745 | 10% | 36 | 60 | (40%) | 46,957 | 38,954 | 21% | 63,147 | 53,759 | 17% |

Total
Investment
Products -
Gross
Inflows

| | | | | | | | | | | | |
|--------|--------|----|-------|-------|----|--------|--------|-----|--------|--------|-----|
| 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 | +/(%) |
| UK Insurance Operations | | | | | | | | | | | | |
| Product Summary | | | | | | | | | | | | |
| 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%) |
| Total Individual Annuities | 2,800 | 2,796 | 0% | - | - | - | 2,800 | 2,796 | 0% | 2,800 | 2,796 | 0% |
| 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% |

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|--------------------------------|------|-------|-------|-------|-----|-----|-------|-------|-------|-------|-------|-------|-------|
| Pru Health | (12) | - | - | - | 16 | 13 | 23% | 16 | 13 | 23% | 146 | 107 | 369 |
| Income Drawdown | (13) | 75 | 34 | 121% | - | - | - | 75 | 34 | 121% | 75 | 34 | 121% |
| Total Retail Retirement | | 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% |
| Total Mature Life and Pensions | | 512 | 531 | (4%) | 137 | 140 | (2%) | 649 | 671 | (3%) | 1,025 | 1,023 | 0% |
| Total Retail | | 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%) |
| Total UK Insurance Operations | | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 8,081 | 7,736 | 4% |
| Channel Summary | | | | | | | | | | | | | |
| 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%) |
| Sub-Total | | 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% |
| Total UK Insurance Operations | | 6,929 | 6,632 | 4% | 254 | 247 | 3% | 7,183 | 6,879 | 4% | 8,081 | 7,736 | 4% |
| US Insurance Operations | (1b) | | | | | | | | | | | | |
| Fixed Annuities | | 1,724 | 573 | 201% | - | - | - | 1,724 | 573 | 201% | 1,724 | 573 | 201% |

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| | | | | | | | | | | | | |
|----------------------------------|--------|--------|-------|-------|-------|-------|--------|--------|-------|--------|--------|-------|
| 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% |
| Sub-Total Retail | 5,723 | 5,580 | 3% | 24 | 19 | 26% | 5,747 | 5,599 | 3% | 5,946 | 5,731 | 4% |
| 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%) |
| Total US Insurance Operations | 6,917 | 6,515 | 6% | 24 | 19 | 26% | 6,941 | 6,534 | 6% | 7,140 | 6,666 | 7% |
| Asian Insurance Operations (1b) | | | | | | | | | | | | |
| China (10) | 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 (6) | 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 (4) | 18 | 36 | (50%) | 54 | 55 | (2%) | 72 | 91 | (21%) | 188 | 200 | (6%) |
| Total Asian Insurance Operations | 1,457 | 1,793 | (19%) | 1,216 | 1,108 | 10% | 2,673 | 2,901 | (8%) | 7,308 | 6,906 | 6% |
| Group Total | 15,303 | 14,940 | 2% | 1,494 | 1,374 | 9% | 16,797 | 16,314 | 3% | 22,529 | 21,308 | 6% |

Schedule 7 - Actual Exchange Rates

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

INSURANCE OPERATIONS

| | Note | 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 | +/- (%) |
| UK Insurance Operations | | | | | | | | | | | | | |
| Product Summary | | | | | | | | | | | | | |
| 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%) |
| Total Individual Annuities | | 720 | 679 | 6% | - | - | - | 720 | 679 | 6% | 720 | 679 | 6% |
| 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 | (12) | - | - | - | 2 | 3 | (33%) | 2 | 3 | (33%) | 17 | 26 | (35%) |
| Income Drawdown | (13) | 21 | 14 | 50% | - | - | - | 21 | 14 | 50% | 21 | 14 | 50% |

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| | | | | | | | | | | | | |
|----------------------------------|-------|-------|-------|----|----|-------|-------|-------|-------|-------|-------|-------|
| Total Retail Retirement | 1,268 | 1,200 | 6% | 30 | 32 | (6%) | 1,298 | 1,232 | 5% | 1,430 | 1,432 | (0%) |
| Corporate Pensions (14) | - | 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% |
| Total Mature Life and Pensions | 69 | 91 | (24%) | 32 | 34 | (6%) | 101 | 125 | (19%) | 235 | 219 | 7% |
| Total Retail | 1,337 | 1,291 | 4% | 62 | 66 | (6%) | 1,399 | 1,357 | 3% | 1,665 | 1,651 | 1% |
| 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% |
| Total UK Insurance Operations | 1,391 | 3,049 | (54%) | 62 | 66 | (6%) | 1,453 | 3,115 | (53%) | 1,719 | 3,409 | (50%) |
| Channel Summary | | | | | | | | | | | | |
| 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%) |
| Sub-Total | 1,341 | 3,035 | (56%) | 62 | 66 | (6%) | 1,403 | 3,101 | (55%) | 1,671 | 3,394 | (51%) |
| DWP Rebates | 50 | 14 | 257% | - | - | - | 50 | 14 | 257% | 50 | 14 | 257% |
| Total UK Insurance Operations | 1,391 | 3,049 | (54%) | 62 | 66 | (6%) | 1,453 | 3,115 | (53%) | 1,719 | 3,409 | (50%) |
| US Insurance Operations (1b) (8) | | | | | | | | | | | | |
| 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%) |

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| | | | | | | | | | | | | |
|------------------------------------|-------|-------|-------|-----|-----|-------|-------|-------|-------|-------|-------|-------|
| Life | 1 | 2 | (50%) | 6 | 6 | 0% | 7 | 8 | (13%) | 85 | 54 | 57 |
| Sub-Total Retail | 1,663 | 1,395 | 19% | 6 | 6 | 0% | 1,669 | 1,401 | 19% | 1,747 | 1,447 | 21 |
| 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% |
| Total US Insurance Operations | 1,721 | 1,539 | 12% | 6 | 6 | 0% | 1,727 | 1,545 | 12% | 1,805 | 1,591 | 13 |
| Asian Insurance Operations (1b)(8) | | | | | | | | | | | | |
| China (10) | 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 (6) | 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 (4) | 4 | 15 | (73%) | 14 | 22 | (36%) | 18 | 37 | (51%) | 48 | 78 | (38%) |
| Total Asian Insurance Operations | 170 | 592 | (71%) | 312 | 309 | 1% | 482 | 901 | (47%) | 1,855 | 1,991 | (7%) |
| Group Total | 3,282 | 5,180 | (37%) | 380 | 381 | (0%) | 3,662 | 5,561 | (34%) | 5,379 | 6,991 | (23%) |

INVESTMENT OPERATIONS

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| | | Opening | Gross | Redemptions | Net | Other | Market & | Net | | |
|------------------------------|------|------------|---------|-------------|----------|-----------|----------|----------|---------|--------|
| | | FUM | Inflows | | Inflows | Movements | Currency | Movement | Closing | |
| | | £m | £m | £m | £m | £m | £m | In FUM | 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 |
| | | 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%) |

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Schedule 8 - Actual Exchange Rates

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

INSURANCE OPERATIONS

| | Note | Single | | | Regular | | | Total | | | PVNBP | | |
|-----------------------------------|------|------------------|-------------------|-----------------|------------------|-------------------|-----------------|------------------|-------------------|-----------------|------------------|-------------------|-----------------|
| | | Q4 2008 £m | Q 3 2008 £m | +/-(<i>%</i>) | Q4 2008 £m | Q 3 2008 £m | +/-(<i>%</i>) | Q4 2008 £m | Q 3 2008 £m | +/-(<i>%</i>) | Q4 2008 £m | Q 3 2008 £m | +/-(<i>%</i>) |
| UK Insurance Operations | | | | | | | | | | | | | |
| Product Summary | | | | | | | | | | | | | |
| 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%) |
| Total Individual Annuities | | 720 | 701 | 3% | - | - | - | 720 | 701 | 3% | 720 | 701 | 3% |
| 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 | (12) | - | - | - | 2 | 6 | (67%) | 2 | 6 | (67%) | 17 | 50 | (66%) |
| Income Drawdown | (13) | 21 | 24 | (13%) | - | - | - | 21 | 24 | (13%) | 21 | 24 | (13%) |
| Total Retail Retirement | | 1,268 | 1,256 | 1% | 30 | 35 | (14%) | 1,298 | 1,291 | 1% | 1,430 | 1,439 | (1%) |
| Corporate Pensions | (14) | - | 54 | - | 28 | 26 | 8% | 28 | 80 | (65%) | 132 | 145 | (9%) |

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| | | | | | | | | | | | | |
|----------------------------------|-------|-------|-------|----|----|-------|-------|-------|-------|-------|-------|-------|
| Other Products | 19 | 36 | (47%) | 4 | 6 | (33%) | 23 | 42 | (45%) | 53 | 47 | 13 |
| DWP Rebates | 50 | - | - | - | - | - | 50 | - | - | 50 | - | - |
| Total Mature Life and Pensions | 69 | 90 | (23%) | 32 | 32 | 0% | 101 | 122 | (17%) | 235 | 192 | 22 |
| Total Retail | 1,337 | 1,346 | (1%) | 62 | 67 | (7%) | 1,399 | 1,413 | (1%) | 1,665 | 1,631 | 2 |
| 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% |
| Total UK Insurance Operations | 1,391 | 2,413 | (42%) | 62 | 67 | (7%) | 1,453 | 2,480 | (41%) | 1,719 | 2,698 | (36%) |
| Channel Summary | | | | | | | | | | | | |
| 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%) |
| Sub-Total | 1,341 | 2,413 | (44%) | 62 | 67 | (7%) | 1,403 | 2,480 | (43%) | 1,671 | 2,697 | (38%) |
| DWP Rebates | 50 | - | - | - | - | - | 50 | - | - | 50 | - | - |
| Total UK Insurance Operations | 1,391 | 2,413 | (42%) | 62 | 67 | (7%) | 1,453 | 2,480 | (41%) | 1,719 | 2,698 | (36%) |
| US Insurance Operations (1b) (8) | | | | | | | | | | | | |
| 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% |
| Sub-Total Retail | 1,663 | 1,428 | 16% | 6 | 7 | (14%) | 1,669 | 1,435 | 16% | 1,747 | 1,483 | 18% |

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| | | | | | | | | | | | | | |
|----------------------------------|-------------|-------|-------|-------|-----|-----|-------|-------|-------|-------|-------|-------|-------|
| 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% |
| Total US Insurance Operations | | 1,721 | 1,743 | (1%) | 6 | 7 | (14%) | 1,727 | 1,750 | (1%) | 1,805 | 1,798 | 0 |
| Asian Insurance Operations | (1b) (8) | | | | | | | | | | | | |
| China | (10) | 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 | (6) | 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 | (4) | 4 | 4 | 0% | 14 | 11 | 27% | 18 | 15 | 20% | 48 | 43 | 12% |
| Total Asian Insurance Operations | | 170 | 250 | (32%) | 312 | 281 | 11% | 482 | 531 | (9%) | 1,855 | 1,589 | 17% |
| Group Total | | 3,282 | 4,406 | (26%) | 380 | 355 | 7% | 3,662 | 4,761 | (23%) | 5,379 | 6,085 | (12%) |

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 |

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| | | | | | | | | | | |
|---------------------------------|------|------------|--------|--------|----------|--------|------|---------|---------|--------|
| M&G | (5) | 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%) |
| Asia Retail Mutual Funds | (15) | 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% |
| Asia Third Party | | 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% |
| US Retail Mutual Funds | | 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%) |
| Total Investment Products | | 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%) |

Schedule 9

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 |
| Total | 43 | 6 | 46 | 95 |

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 |
| Total | 24 |

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

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 |
| Total | 96 |

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:

| | Change reflected directly in shareholders' equity | | | | |
|---|--|--------------------------|-------------------------------------|---|-------------------------|
| | 31 Dec 2008 | Movement in Quarter 4 | Foreign exchange translation* | Quarter 4 including Foreign exchange | 30 September 2008 |
| | £m | £m | £m | £m | £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) |
| | 17,422 | (2,338) | 3,822 | 1,484 | 15,938 |

| | | | | | |
|---|----------------|-------|-------|---------|---------|
| Fair value (as included in balance sheet) | | | | | |
| 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 | 31 Dec 2008 | 30 Sept 2008 | 30 Sept 2008 |
| | £m | £m | £m | £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 | 31 Dec 2008 | 30 Sept 2008 | 30 Sept 2008 |
|----------------------|------------------------|------------------------|-----------------|-----------------|
| | £m | £m | £m | £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 | 31 Dec 2008 | 30 Sept 2008 | 30 Sept 2008 |
| | £m | £m | £m | £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 Unrealised loss loss | |
|--|--|-----------------|
| | 31 Dec 2008 | 30 Sept 2008 |
| | £m | £m |
| RMBS | | |
| Prime | | (73) |
| Alt-A | | (30) |
| Sub-prime | | (13) |
| | | (116) |
| Asset backed securities | | (37) |
| Commercial mortgage backed securities | | (29) |
| Total structured securities | | (182) |
| Corporates | | (486) |
| | | (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 |

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| | | | | |
|-------|---|---|----|----|
| 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.

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