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PRUDENTIAL PLC  
Form 6-K  
October 23, 2007

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 October, 2007

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

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

Enclosures: 3rd Quarter Results

Embargo: 07.00am Tuesday 23 October 2007

PRUDENTIAL PLC THIRD QUARTER 2007 NEW BUSINESS RESULTS

All figures in the table below are for the nine months to 30 September 2007,  
with comparisons to 2006 at constant exchange rates.

APE

Growth

PVNB

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Total Group Insurance	GBP1,979 million	15%	GBP14.4 billion
Total Group Retail Insurance	GBP1,894 million	28%	GBP13.5 billion
Asia	GBP939 million	48%	GBP 5.0 billion
US	GBP511 million	20%	GBP 5.1 billion
UK Retail	GBP523 million	8%	GBP 4.2 billion
UK Total	GBP529 million	(20)%	GBP 4.2 billion
Asia Fund Management	Net inflows of GBP2.4 billion up 59%		
M&G	Net inflows of GBP3.6 billion down 30%		

Mark Tucker, Group Chief Executive said:

"These new business numbers demonstrate that there is real and continued momentum across the Group, building on the strong growth of the past two years.

"Year to date sales in our Asian life operations are up an excellent 48 per cent compared to 2006 and have already exceeded the GBP908 million achieved for the full year 2006.

"Jackson, our US business, has recorded further very good growth of 20 per cent in new business overall with a 33% increase in its variable annuity market sales, reflecting its competitive advantages in this product.

"UK retail insurance sales were up 8 per cent on the same period last year with strong performance in individual annuities and corporate pensions, good growth in lifetime mortgages and further demand for Prudential's with-profits products.

"In our asset management businesses, Asian net fund inflows of GBP2.4 billion were up 59 per cent on the same period in 2006, while M&G's net fund inflows of GBP3.6 billion were 30 per cent down on the first three quarters of last year but still the second highest on record.

"Our strategy remains focused on the growing global market for retirement savings and income. Our regional platforms and global capabilities place the Group in an excellent position to capture a disproportionate share of this opportunity."

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Commentary on Third Quarter 2007 New Business Results

### Asia insurance operations

Prudential's Corporation Asia's (PCA's) life operations nine month sales as at 30 September 2007 were GBP939 million, up 48 per cent compared to 2006 continuing the trend seen at the half year. Nine month sales in 2007 have already exceeded the GBP908 million achieved for the full year 2006. The life operations delivered new business APE of GBP320 million during the third quarter this year, an increase of 51 per cent over the same quarter in 2006. On the PVNBP basis sales for third quarter 2007 of GBP1.7 billion are 54 per cent higher than the same period last year with the comparable numbers for the nine-month period being GBP5 billion, 52 per cent higher.

The strong growth is attributable to progress with the previously stated priorities for the region that include the further strengthening of agency through increasing scale and improving productivity enhancing partnership distribution, introducing health solutions and developing a holistic retirement strategy.

In Taiwan growth in the first nine months is 90 per cent above the same period in 2006, driven by a significant increase in agency activity rates. The momentum seen in Taiwan during the second quarter, attributed to launch of the retirement themed VA product, has continued beyond the initial launch period, with third quarter sales of GBP50 million being up 67 per cent on the same period in 2006. The new business mix remains 79 percent unit linked but margins have reverted to more typical levels as the VA launch incentives have finished.

The pace of growth in India remains strong. Nine month sales to 30 September of GBP126 million are up 64 per cent on the same period in 2006. Third quarter sales are up 95 per cent with Prudential's 26 per cent share recording sales of GBP43 million. The operation now has 256,000 agents up 98 per cent over 30 September 2006. ICICI-Prudential Life remains the leading private sector insurer in India and has a 9.6 per cent share of the total market new business. Health related products remain a focus and whilst these are only a small contributor to new business volume (2 per cent) they are written at a higher margin than unit linked products in India.

During the first half of 2007, the pace of growth in Korea had moderated following weaker market sentiment towards linked products early on in the year, the constraint from regulatory caps on volumes from individual bank partners and challenges in recruiting financial consultants. However, following an incentive programme and encouraging bancassurance with local banks Kookmin Bank and Industrial Bank Korea the pace has picked up again during the third quarter, resulting in nine month sales of GBP192 million, an increase of 25 per cent on 2006, and third quarter new business of GBP72 million which is 41 per cent higher than the same period in 2006.

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Hong Kong continues to record strong growth with nine month sales of GBP114 million, up 39 per cent on the same period in 2006. Third quarter new business of GBP40 million represented a 25 per cent increase on the same period in 2006. The key drivers were continuing momentum for linked sales in the agency channel and a record quarter for bancassurance. We have also just launched a new critical illness product in Hong Kong.

In Indonesia Prudential is becoming well established as the industry leader with nine month growth of 66 per cent to GBP78 million. Growth in the third quarter was 72 per cent to GBP31 million. Agent numbers of 44,000 at 30 September 2007 are up 10,000 over the same time last year as Prudential continues to expand its agency channel. During September the business very successfully launched its first takaful product.

Singapore's nine month sales of GBP89 million show 25 per cent growth on the same period in 2006 primarily driven by improved agency productivity. Singapore has also launched a very successful new health product with 53,000 applications to the end of September.

Japan's new business, at GBP24 million for the first nine months, is three times the same period last year driven by Term Life products and success with partnership distribution.

China has reported a 77 per cent increase in the first nine months of 2007 with the third quarter being its strongest quarter to date at GBP17 million, up 89 per cent on the same period in 2006.

Of all PCA's markets, Malaysia is currently the most challenging with growth at 9 per cent for the first nine months of 2007 compared to the same period in 2006. It is worth noting however that this exceeds the current level of market growth in Malaysia. There are a number of initiatives to increase sales underway including a medical plan upgrade, a new VA product and the 'What's Your Number?' retirement campaign which has already been successful for Prudential in Hong Kong, Korea and Taiwan.

Whilst Vietnam is a smaller contributor to growth in absolute terms, it has returned to growth with nine month sales up 33 per cent on the same period in 2006, and we have recently received the final regulatory approvals for the launch of unit linked products. With one of the market leading life operations, a successful asset management operation and a newly launched consumer finance operation, Prudential has an unparalleled platform in Vietnam.

Whilst small in absolute terms, Thailand and Philippines have also shown encouraging growth in the third quarter.

Overall the long term prospects in Asia remain as compelling as ever and

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Prudential sees no material impediments to sustained, profitable growth. We remain focused on delivering our priorities and previously announced new business profit targets and expect these to drive further increases in shareholder value.

### US insurance operations

Jackson, Prudential's US insurance business, delivered APE sales of GBP511 million in the first three quarters of 2007, representing a 20 per cent increase over the same period in 2006, driven by continued growth in sales of variable annuities. Retail APE sales of GBP432 million were up 21 per cent. APE sales in the third quarter of 2007 were GBP159 million, up 20 per cent over the same period in 2006. On a PVNBP basis, new business sales for the nine months to 30 September 2007 were GBP5.1 billion.

Jackson delivered record variable annuity sales of GBP3.4 billion in the first three quarters of 2007, up 33 per cent on the corresponding period last year. Variable annuity APE sales for the third quarter of 2007 were GBP117 million, up 37 per cent over the same period in 2006. For the half year 2007, Jackson increased its variable annuity market share to 5.1 per cent, up from 4.6 per cent for full year 2006, and increased its ranking to 11th in variable annuity sales, up from 12th for full year 2006. Jackson also ranked second in variable annuity net flows in the second quarter of 2007. This significant sales growth performance in variable annuity sales was driven by Jackson's distinct competitive advantages of an innovative product offering, an efficient and flexible technology platform, a relationship-driven distribution model and award winning customer service.

Earlier in the year, Jackson continued its track record of product innovation by enhancing its existing variable annuity offering, namely by adding three new guaranteed minimum withdrawal benefits (GMWBs), a new guaranteed minimum accumulation benefit (GMAB), and several new portfolio investment options. Jackson also launched a new line of retail mutual funds, a simplified variable annuity, a new universal life product, and a new fixed index annuity.

Fixed annuity APE sales of GBP42 million were 11 per cent down on the same period of 2006. APE sales in the third quarter of 2007 were GBP13 million, 30 per cent down on the same period of 2006. Industry sales of traditional fixed annuities were 20 per cent lower at the half year compared to the same period in 2006. Entry spreads for fixed annuities continued to be challenging in the first three quarters of 2007 and the interest rate environment limited the crediting rates that could be offered on the products and has therefore diminished their attractiveness to customers. Jackson ranked sixth in traditional fixed annuity sales with a market share of 3.3 per cent in the first half of 2007 up from a ranking of seventh and a market share of 3.1 per cent for the full year 2006.

Fixed index annuity sales continued to be affected by the uncertain regulatory environment in the US and industry sales were 4 per cent lower at the half year compared to the same period last year. APE sales of GBP34 million were 15 per cent down on the same period in 2006. APE sales in the third quarter of 2007

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were GBP12 million, 9 per cent down on the same period of 2006 but 11 per cent up on the second quarter of 2007 driven by strong sales of the new product launched in June. In the second quarter of 2007, Jackson ranked first in fixed index annuity sales through banks for the eighth consecutive quarter.

Institutional APE sales of GBP79 million were up 13 per cent on the same period in 2006, as Jackson continues to participate in this market on an opportunistic basis.

Curian Capital, a specialised asset management company that provides innovative fee-based separately managed accounts, continues to build its position in the US retail asset management market with total assets under management at the end of September 2007 of GBP1.6 billion (\$3.3 billion) compared with GBP1.2 billion at CER (\$2.4 billion) at the end of December 2006. Curian generated record deposits in the first three quarters of 2007 of GBP484 million, up 56 per cent on the same period in 2006.

Jackson's fixed maturity portfolio is of high quality and its exposure to sub prime mortgage business is modest and is through structured deals in the highest rated ('AAA') tranches. Jackson's recognised IFRS net credit related losses for the total fixed maturity portfolio of GBP6 million (\$12 million) to the end of September 2007. In determining IFRS operating profit, the longer-term return for fixed income securities incorporates a risk margin reserve (RMR) charge for longer term defaults and the net loss position for the nine months to 30 September 2007 is well below the current year RMR charge.

Jackson continues to focus on value-driven growth and is well positioned to take advantage of the attractive opportunities in the US retirement market, through organic growth and also through bolt-on acquisitions, where Jackson will consider taking advantage of securitisation financing, that meet targeted rates of return.

### UK insurance operations

Overall retail APE sales in the first nine months were up 8 per cent year-on-year to GBP523 million, driven principally by continued strong performance in individual annuities and corporate pensions, good growth in lifetime mortgages and demand for Prudential's with-profits products where customers benefit from Prudential's asset allocation expertise and experience. In line with the strategy announced in March 2007, Prudential UK has continued to de-emphasise low margin, low persistency pension and unit-linked bond business, which has resulted in third-quarter on third-quarter growth in retail sales of 3 per cent to GBP165 million. On a PVNBP basis retail sales in the first nine months were up 6 percent to GBP4.2 billion.

Total sales for Prudential UK for the first nine months of 2007 were GBP529 million, a decrease of 20 per cent over the same period last year. This was due to two large back-book deals in the first half of 2006 which were not repeated

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in 2007 as well as GBP45 million of credit life sales in the first nine months of 2006 under a contract with Lloyds TSB that was not renewed in 2007. On a PVNBP basis total sales were down 26 per cent to GBP4.2 billion. Prudential UK will continue to compete selectively in the wholesale market, only writing business that delivers an acceptable rate of return. As previously announced, Prudential UK expects to complete the transfer of Equitable Life's portfolio of in-force with-profit annuities in the fourth quarter of 2007 at which point it will recognise new business premium and associated profit from this transaction. This transaction comprises a book of 62,000 policies and assets of approximately GBP1.7 billion. Equitable Life's Extraordinary General Meeting is scheduled for 26 October and the UK Court hearing for approval of the transfer is due on 28 November.

Individual annuity sales in the first nine months grew by 14 per cent to GBP214 million, with sales of GBP74 million in the third quarter in line with the same quarter last year. Prudential continues to benefit from the strength of its internal vesting pipeline with sales in the first nine months of GBP103 million up 6 per cent on the same period last year. Annuity sales through the UK's direct channel and its partnership deals of GBP66 million were 32 per cent higher than last year. Prudential has recently announced a new partnership agreement with Barclays, where Prudential UK is the preferred provider for customers who enquire about a range of annuity options - this is on track for launch in the fourth quarter with business flows due to start in the first quarter of 2008.

Prudential continues to be the clear leader in the growing with-profit annuity market with sales of GBP36 million up 43 per cent on the first nine months of 2006 and sales up 16 per cent on the third quarter of 2006.

Corporate pensions sales increased 20 per cent to GBP173 million, with sales in the third quarter 2 per cent above the third quarter of 2006. The sales increase was due to a combination of new scheme growth, new member growth and incremental sales to existing schemes.

Lifetime mortgage advances in the first nine months of GBP108 million have increased by 96 per cent on the same period in 2006, supported by growth and development of the face-to-face sales-force as well as continued work to build relationships in the intermediary channel. Advances in the third quarter of GBP41 million were 64 per cent above the third quarter of 2006. Prudential UK had grown its market share to 11.2 per cent at the end of the second quarter.

With-profit bonds sales in the first nine months of GBP27 million were up 50 per cent on the corresponding period of 2006 on the back of impressive investment performance of the with-profits fund over a sustained period of years. Sales in the third quarter of GBP10 million were up 43 per cent on the same quarter last year. Sales of PruFund, Prudential's unitised and smoothed investment plan, have now exceeded GBP200m since launch three years ago.

Unit-linked bond sales in the first nine months of GBP23 million were down 32 per cent on 2006. Sales of GBP7 million in the third quarter were down 30 per

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cent on the same quarter last year. Prudential has continued its focus on value rather than volume and moved away from sales of the initial commission-based unit-linked bond. Prudential launched the Prudential Investment Plan (PIP), a factory gate priced bond, in August. PIP includes a selected range of investment solutions, offering both with-profits and unit-linked options, including the recently launched Cautious Managed Growth and Managed Defensive Funds, which utilise Prudential's core asset allocation expertise. These two funds have generated strong relative and absolute investment returns since they were launched and are available across the full tax wrapper suite, including onshore and offshore bonds, individual pensions and mutual funds.

Prudential welcomes the publication of the FSA's Retail Distribution Review discussion papers which outline a number of potential changes designed to encourage greater levels of transparency, professionalism and sustainability, with the prime aim of increasing consumers' access to savings and their understanding of the value of advice. Prudential is encouraged that the concept of consumer agreed remuneration has been included as part of the Review and believes that this is an excellent opportunity to put in place a framework that will better align the interests of consumers, advisers and providers.

Offshore product sales in the first nine months were GBP34 million, driven by a 59 per cent increase in sales in Europe. This reflected strengthening demand for Prudential's with-profits offering in its target markets. Although overall offshore sales were down 29 per cent on the first nine months of 2006, this was as a result of a large tranche of one-off business that was written with a particular UK distributor in the first half of 2006. Sales in the third quarter were up 16 per cent with sales in Europe up 85 per cent compared with the corresponding quarter last year.

PruHealth continues to progress well and now covers 131,000 lives, an increase of 47 per cent since the end of 2006. The business has continued to focus on high quality corporate schemes and retail business and gross written premiums of GBP45 million were up 87 per cent on the corresponding period last year. Tied regional broker networks have recently been established to enhance our distribution coverage.

Prudential UK and South African joint venture partner, Discovery, launched PruProtect in September. This is an innovative new protection insurance product offering customers life cover, income protection and severity-based serious illness cover.

While less dependent on investment bonds than many providers in the market, Prudential is, together with others in the industry, consulting the relevant Government departments to seek clarity on the capital gains tax proposals in the pre-Budget Report to avoid a detrimental impact on consumers' savings. Prudential's multi-asset investment capability means that it can provide savings and income products across all tax wrappers and its new income drawdown product will provide customers with further options and opportunities to manage their retirement provision.



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Prudential UK continues to focus on the market for retirement savings and income through selectively competing in areas where it can generate attractive returns based on its manufacturing strengths and brand.

Asset Management

M&G

Strong fund performance led to M&G delivering gross fund inflows of GBP10.8 billion during the first nine months of 2007, an increase of 8 per cent on the same period last year, reflecting M&G's leading positions in retail funds management, institutional fixed income, pooled life and pension funds, property and private finance. Net fund inflows of GBP3.6 billion, while 30 per cent down on the first three quarters of last year, were the second highest on record.

M&G's retail business continued to perform well, with gross fund inflows up 28 per cent to GBP6.6 billion compared to the same period last year. Net fund inflows of GBP2.4 billion were down 5 per cent relative to the first nine months of 2006, but were still a solid result in a more challenging sales environment.

While equity markets have proved resilient, increased volatility and uncertainty in debt markets have had an effect on retail investor confidence. However, M&G remains extremely well positioned in its retail markets with strongly performing funds and an excellent UK and international distribution network, combined with a reinvigorated brand which has been very well received by both intermediaries and customers.

For M&G's wholesale businesses, gross fund inflows for the first nine months of the year were GBP4.2 billion, a decrease of 13 per cent on the same period last year. Net fund inflows of GBP1.2 billion were down 54 per cent compared to the first three quarters of 2006. This decrease has in the main been due to redemptions in M&G's segregated fixed income business in the third quarter due to one-off mandate changes and the ongoing reorganisation of mandates by some larger clients. It is worth noting that as part of this process of reorganisation, while M&G has seen physical outflows of assets, new revenue streams have arisen from clients' increased use of derivatives.

M&G's higher margin wholesale product lines have continued to be particularly strong performers, with gross fund inflows doubling in the first nine months of the year and net inflows up almost threefold. These business lines, such as leveraged loans, Collateralised Debt Obligations (CDOs), Infrastructure Finance and M&G's Absolute Return Business, currently account for 50 per cent of gross inflows, producing a more profitable sales mix for M&G's third party business.

Despite the recent turmoil in structured credit markets, the performance of M&

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G's range of CDOs has remained strong and the CDO team successfully closed their most recent issue, Panther V, in August. Current market conditions are very challenging for CDOs, although the market for synthetic transactions, in which M&G is a leading player, remains open. M&G's leveraged loans business also saw good inflows despite the wider market context. While activity in the leveraged loans has been very quiet in Q3, M&G expects to be among the first CLO managers to be able to conclude deals once activity in the market picks up

For M&G's Absolute Return Business, the 30th of September saw the reopening of the Episode global macro fund to new investment, having been soft closed for nine months after successfully reaching its target of \$1.5 billion assets under management. The fund saw inflows of \$190 million on the first day of reopening and M&G expects the \$1 billion in new capacity on the fund to be fully subscribed over the next six months.

Looking ahead, M&G's priorities continue to be to deliver investment outperformance to its clients, extend distribution through existing channels and exploit new opportunities, and to leverage its scale and capabilities to develop innovative products for the retail and wholesale marketplaces.

### Asian Fund Management Business

The Asian Fund Management business has continued to perform well in the first nine months of 2007 with record net flows of GBP2.4 billion up 59 per cent on the same period in 2006. This is primarily driven by net inflows in India, Japan and Taiwan. Of the GBP2.4 billion in net flows, 60 per cent were in longer-term equity and fixed income products with 40 per cent in shorter-term money market funds. Net inflows for the first nine months of 2007 are almost at the same level as the total net inflows for the full year of 2006.

Total third party funds under management were GBP16.1 billion at 30 September 2007, up 32 per cent on year end 2006. Taiwan, India and Japan were the main contributors to the nine month growth with funds under management increasing by 58 per cent, 48 per cent and 31 per cent respectively. In Japan, the growth in FUM was mainly attributed to net flows of GBP730 million from PCA Growing Asia Equity Open, India Infrastructure Equity and Asia Oceania Equity funds. Taiwan's growth was driven by the successful launch of the Asian Infrastructure Fund in May that raised GBP220 million, a discretionary mandate from The Public Service Pension Fund and institutional clients that contributed GBP100 million.

We continue to strengthen our distribution capability and reach in the region. In Korea, we have successfully implemented the PCA Life distribution project which has provided training and marketing promotion plans to support PCA Life agents to distribute our mutual fund products. In UAE, we have established thirteen distribution agreements since launch, with total funds under management of over GBP250 million.

We have increased our stake in CITIC Prudential Fund Management, our joint

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venture fund management company with CITIC Group in China. Our stake has increased from 33 per cent to 49 per cent from 12 August 2007, following approval from the regulators. Prudential and CITIC remain primary shareholders, each with a 49 per cent share with the balance of 2 per cent being held by China-Singapore Suzhou Industrial Park Venture Company. Notable achievements for the CITIC-Prudential operation include launching two well received funds and securing our participation in the Qualified Foreign Institutional Investor (QFII) scheme. CITIC-Prudential currently acts as investment adviser to Prudential Asset Management HK for the latter's participation in China's domestic stock market through this scheme.

Prudential remains confident that its fund management businesses in Asia are well placed to achieve strong and profitable growth.

ENDS

Enquiries:

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Notes to Editor:

1. Annual premium equivalent (APE) sales comprise regular premium sales plus one-tenth of single premium insurance sales and are subject to rounding.
2. Present Value of New Business Premiums (PVNBP) are calculated as equalling single premiums plus the present value of expected new business premiums of regular premium business, allowing for lapses and other assumptions made in determining the EEV new business contribution.
3. UK Retail sales include all products except bulk annuities and credit life sales.
4. There will be a conference call today for wire services at 7.30am (BST) hosted by Mark Tucker, Group Chief Executive, and Philip Broadley, Group Finance Director. Dial in telephone number: +44 (0)20 8609 0205. Passcode: 155439#

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5. There will be a conference call for investors and analysts at 09:30am (BST) hosted by Mark Tucker, Group Chief Executive, and Philip Broadley, Group Finance Director. From the UK please call +44 (0)20 8609 0793 and from the US 1866 793 4279. Pin number 487687#. A recording of this call will be available for replay for one week by dialling: +44 (0)20 8609 0289 from the UK or +1 866 676 5865 from the US. The conference reference number is 160475#.

6. High resolution photographs are available to the media free of charge at [www.newscast.co.uk](http://www.newscast.co.uk) (+44 (0) 207 608 1000).

7. Sales for overseas operations have been reported using average exchange rates as shown in the attached schedules. Commentary is given on the results on a constant exchange rate basis. The two bases are compared in the table below.

	Annual Premium Equivalent Sales			
	Actual Exchange Rates	Actual Exchange Rates	+/- (%)	Constant E
	2007 Q3	2006 Q3		2007 Q3
	YTD	YTD		YTD
	GBPm	GBPm		GBPm
UK	529	664	(20%)	529
US	511	467	9%	511
Asia	939	673	40%	939
Total	<u>1,979</u>	<u>1,803</u>	<u>10%</u>	<u>1,979</u>
	Gross Inflows			
	Actual Exchange Rates	Actual Exchange Rates	+/- (%)	Constant E
	2007 Q3	2006 Q3		2007 Q3
	YTD	YTD		YTD
	GBPm	GBPm		GBPm
M&G	10,812	9,981	8%	10,812
US	33	-	-	33
Asia	27,945	14,694	90%	27,945
Total	<u>38,790</u>	<u>24,675</u>	<u>57%</u>	<u>38,790</u>
	Total Insurance and Investment New Business			
	Actual Exchange Rates	Actual Exchange Rates	+/- (%)	Constant E
	2007 Q3	2006 Q3		2007 Q3
	YTD	YTD		YTD
	GBPm	GBPm		GBPm
Insurance	10,788	11,185	(4%)	10,788
Investment	38,790	24,675	57%	38,790
Total	<u>49,578</u>	<u>35,860</u>	<u>38%</u>	<u>49,578</u>

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8. For Jackson, market share data is provided for the half year of 2007, being the latest available. Variable annuity data is sourced from VARDS, fixed annuity data is sourced from LIMRA and fixed index annuities data is sourced from LIMRA and The Advantage Group.

9. Financial Calendar:

Full Year 2007 New Business Figures	29th January 2008
Full Year 2007 Results	14th March 2008

\*Prudential plc, a company incorporated and with its principal place of business in the United Kingdom, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. It has been in existence for over 150 years and has GBP256 billion in assets under management, (as at 30 June 2007) Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

### Forward-Looking Statements

This statement may contain certain "forward-looking statements" with respect to certain of Prudential's plans and its current goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements containing the words "believes", "intends", "expects", "plans", "seeks" and "anticipates", and words of similar meaning, are forward-looking. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond Prudential's control including among other things, UK domestic and global economic and business conditions, market related risks such as fluctuations in interest rates and exchange rates, and the performance of financial markets generally; the policies and actions of regulatory authorities, the impact of competition, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; and the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate. This may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. As a result, Prudential's actual future financial condition, performance and results may differ materially from the plans, goals, and expectations set forth in Prudential's forward-looking statements. Prudential undertakes no obligation to update the forward-looking statements contained in this statement or any other forward-looking statements it may make.

Schedule 1A - Constant Exchange Rates

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PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

### TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US (1a)			Asia (1a)			
	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	
	YTD	YTD		YTD	YTD		YTD	YTD		
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
Total Insurance Products	3,754	5,303	(29%)	4,989	4,162	20%	2,045	1,252	63%	1
Total Investment Products - Gross Inflows (2)	10,812	9,981	8%	33	-	-	27,945	14,095	98%	3
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,162</u>	<u>21%</u>	<u>29,990</u>	<u>15,347</u>	<u>95%</u>	<u>4</u>

### INSURANCE OPERATIONS

	Single			Regular			Total		
	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)
	YTD	YTD		YTD	YTD		YTD		
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%
Direct and Partnership Annuities	658	501	31%	-	-	-	658	501	31%
Intermediated Annuities	449	404	11%	-	-	-	449	404	11%
Total Individual Annuities	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>
Equity Release	108	55	96%	-	-	-	108	55	96%
Individual Pensions	27	16	69%	1	-	-	28	16	75%
Corporate Pensions	121	53	128%	58	39	49%	179	92	95%
Unit Linked Bonds	200	303	(34%)	-	-	-	200	303	(34%)

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With-Profit Bonds	183	90	103%	-	-	-	183	90	103%
Protection	-	2	-	3	9	(67%)	3	11	(73%)
Offshore Products	305	440	(31%)	3	-	-	308	440	(30%)
Total Retail Retirement	<u>3,081</u>	<u>2,836</u>	<u>9%</u>	<u>65</u>	<u>48</u>	<u>35%</u>	<u>3,146</u>	<u>2,884</u>	<u>9%</u>
Corporate Pensions	168	188	(11%)	86	81	6%	254	269	(6%)
Other Products	143	180	(21%)	20	19	5%	163	199	(18%)
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)
Total Mature Life and Pensions	<u>440</u>	<u>529</u>	<u>(17%)</u>	<u>106</u>	<u>100</u>	<u>6%</u>	<u>546</u>	<u>629</u>	<u>(13%)</u>
Total Retail	<u>3,521</u>	<u>3,365</u>	<u>5%</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,692</u>	<u>3,513</u>	<u>5%</u>
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>
Channel Summary									
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)
Sub-Total	<u>3,454</u>	<u>4,994</u>	<u>(31%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,625</u>	<u>5,142</u>	<u>(30%)</u>
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>
US Insurance Operations (1a)									
Fixed Annuities	421	473	(11%)	-	-	-	421	473	(11%)
Fixed Index Annuities	342	399	(14%)	-	-	-	342	399	(14%)
Variable Annuities	3,417	2,571	33%	-	-	-	3,417	2,571	33%

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Life	5	5	0%	13	12	8%	18	17	6%
Sub-Total Retail	4,185	3,448	21%	13	12	8%	4,198	3,460	21%
Guaranteed Investment Contracts	260	297	(12%)	-	-	-	260	297	(12%)
GIC - Medium Term Note	531	405	31%	-	-	-	531	405	31%
Total US Insurance Operations	4,976	4,150	20%	13	12	8%	4,989	4,162	20%
Asian Insurance Operations (1a)									
China	55	21	162%	33	20	65%	88	41	115%
Hong Kong	323	204	58%	82	62	32%	405	266	52%
India (6)	20	14	43%	124	76	63%	144	90	60%
Indonesia	65	16	306%	71	45	58%	136	61	123%
Japan	82	37	122%	16	3	433%	98	40	145%
Korea	119	72	65%	180	146	23%	299	218	37%
Malaysia	20	3	567%	49	47	4%	69	50	38%
Singapore	425	260	63%	46	45	2%	471	305	54%
Taiwan	99	52	90%	182	96	90%	281	148	90%
Other (4)	21	9	133%	33	24	38%	54	33	64%
Total Asian Insurance Operations	1,229	688	79%	816	564	45%	2,045	1,252	63%
Group Total	9,788	9,993	(2%)	1,000	724	38%	10,788	10,717	1%

Schedule 1B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

UK

US (1b)

Asia



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(1b)

	2007 Q3 YTD GBPm	2006 Q3 YTD GBPm	+/- (%)	2007 Q3 YTD GBPm	2006 Q3 YTD GBPm	+/- (%)	2007 Q3 YTD GBPm	2006 Q3 YTD GBPm	+/- (%)
Total Insurance Products	3,754	5,303	(29%)	4,989	4,548	10%	2,045	1,334	53%
Total Investment Products - Gross Inflows (2)	10,812	9,981	8%	33	-	-	27,945	14,694	90%
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,548</u>	<u>10%</u>	<u>29,990</u>	<u>16,028</u>	<u>87%</u>

INSURANCE OPERATIONS

	2007 Q3 YTD GBPm	Single 2006 Q3 YTD GBPm	+/- (%)	2007 Q3 YTD GBPm	Regular 2006 Q3 YTD GBPm	+/- (%)	2007 Q3 YTD GBPm	Total 2006 Q3 YTD GBPm	+/- (%)	A 2
UK Insurance Operations										
Product Summary										
Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%	
Direct and Partnership Annuities	658	501	31%	-	-	-	658	501	31%	
Intermediated Annuities	449	404	11%	-	-	-	449	404	11%	
Total Individual Annuities	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	
Equity Release	108	55	96%	-	-	-	108	55	96%	
Individual Pensions	27	16	69%	1	-	-	28	16	75%	
Corporate Pensions	121	53	128%	58	39	49%	179	92	95%	
Unit Linked Bonds	200	303	(34%)	-	-	-	200	303	(34%)	
With-Profit Bonds	183	90	103%	-	-	-	183	90	103%	
Protection	-	2	-	3	9	(67%)	3	11	(73%)	
Offshore	305	440	(31%)	3	-	-	308	440	(30%)	

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Products

Total Retail Retirement	3,081	2,836	9%	65	48	35%	3,146	2,884	9%
Corporate Pensions	168	188	(11%)	86	81	6%	254	269	(6%)
Other Products	143	180	(21%)	20	19	5%	163	199	(18%)
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)
Total Mature Life and Pensions	440	529	(17%)	106	100	6%	546	629	(13%)
Total Retail	3,521	3,365	5%	171	148	16%	3,692	3,513	5%
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)
Total UK Insurance Operations	3,583	5,155	(30%)	171	148	16%	3,754	5,303	(29%)
Channel Summary									
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)
Sub-Total	3,454	4,994	(31%)	171	148	16%	3,625	5,142	(30%)
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)
Total UK Insurance Operations	3,583	5,155	(30%)	171	148	16%	3,754	5,303	(29%)
US Insurance Operations (1b)									
Fixed Annuities	421	516	(18%)	-	-	-	421	516	(18%)
Fixed Index Annuities	342	437	(22%)	-	-	-	342	437	(22%)
Variable Annuities	3,417	2,809	22%	-	-	-	3,417	2,809	22%
Life	5	6	(17%)	13	13	0%	18	19	(5%)
Sub-Total Retail	4,185	3,768	11%	13	13	0%	4,198	3,781	11%

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Guaranteed Investment Contracts	260	325	(20%)	-	-	-	260	325	(20%)
GIC - Medium Term Note	531	442	20%	-	-	-	531	442	20%
Total US Insurance Operations	4,976	4,535	10%	13	13	0%	4,989	4,548	10%
Asian Insurance Operations (1b)									
China	55	22	150%	33	21	57%	88	43	105%
Hong Kong	323	224	44%	82	68	21%	405	292	39%
India (6)	20	14	43%	124	77	61%	144	91	58%
Indonesia	65	17	282%	71	49	45%	136	66	106%
Japan	82	41	100%	16	3	433%	98	44	123%
Korea	119	76	57%	180	155	16%	299	231	29%
Malaysia	20	3	567%	49	48	2%	69	51	35%
Singapore	425	271	57%	46	47	(2%)	471	318	48%
Taiwan	99	58	71%	182	106	72%	281	164	71%
Other (4)	21	9	133%	33	25	32%	54	34	59%
Total Asian Insurance Operations	1,229	735	67%	816	599	36%	2,045	1,334	53%
Group Total	9,788	10,425	(6%)	1,000	760	32%	10,788	11,185	(4%)

Schedule 2 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

INVESTMENT OPERATIONS

Market

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	Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Curren Movemen
2007	GBPm	GBPm	GBPm	GBPm	GBPm	GBP
<b>M&amp;G</b>						
Retail	19,176	6,590	(4,174)	2,416	-	6
Institutional (5)	25,770	4,222	(3,045)	1,177	(123)	7
Total M&G	<u>44,946</u>	<u>10,812</u>	<u>(7,219)</u>	<u>3,593</u>	<u>(123)</u>	<u>1,4</u>
<b>Asia (9)</b>						
India	1,290	827	(812)	15	89	3
Taiwan	969	1,504	(1,080)	424	-	1
Korea	2,952	1,858	(1,825)	33	(130)	4
Japan	2,816	1,544	(814)	730	-	1
Other Mutual Fund Operations	1,468	1,160	(925)	235	62	2
Total Asian Equity/ Bond/Other	<u>9,495</u>	<u>6,893</u>	<u>(5,456)</u>	<u>1,437</u>	<u>21</u>	<u>1,3</u>
<b>MMF</b>						
India	709	17,604	(16,828)	776	(152)	1
Taiwan	467	1,512	(1,348)	164	-	(1
Korea	609	1,669	(1,741)	(72)	(21)	
Other Mutual Fund Operations	133	246	(171)	75	-	-
Total Asian MMF	<u>1,918</u>	<u>21,031</u>	<u>(20,088)</u>	<u>943</u>	<u>(173)</u>	<u>1</u>
Total Asia Retail Mutual Funds	<u>11,413</u>	<u>27,924</u>	<u>(25,544)</u>	<u>2,380</u>	<u>(152)</u>	<u>1,4</u>
Third Party Institutional Mandates	840	21	(27)	(6)	-	1
Total Asian Investment Operations	<u>12,253</u>	<u>27,945</u>	<u>(25,571)</u>	<u>2,374</u>	<u>(152)</u>	<u>1,6</u>
<b>US</b>						
Retail	-	33	(2)	31	-	
Total US	<u>-</u>	<u>33</u>	<u>(2)</u>	<u>31</u>	<u>-</u>	
Total Investment	<u>57,199</u>	<u>38,790</u>	<u>(32,792)</u>	<u>5,998</u>	<u>(275)</u>	<u>3,1</u>

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Products	Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Market Current Movemen
	GBPm	GBPm	GBPm	GBPm	GBPm	GBP
2006						
M&G						
Retail	14,627	5,147	(2,597)	2,550	-	5
Institutional (5)	21,568	4,834	(2,275)	2,559	147	2
Total M&G	36,195	9,981	(4,872)	5,109	147	8
Asia (9)						
India	1,005	647	(495)	152	(32)	(12)
Taiwan	632	668	(599)	69	-	(1)
Korea	2,269	2,486	(1,522)	964	(270)	
Japan	2,695	798	(749)	49	-	(17)
Other Mutual Fund Operations	1,037	587	(421)	166	-	(1)
Total Asia Equity/Bond/Other	7,638	5,186	(3,786)	1,400	(302)	(31)
MMF						
India	461	6,690	(6,444)	246	9	1
Taiwan	667	1,082	(1,199)	(117)	-	(4)
Korea	534	1,515	(1,535)	(20)	(17)	
Other Mutual Fund Operations	143	141	(134)	7	-	(
Total Asian MMF	1,805	9,428	(9,312)	116	(8)	
Total Asia Retail Mutual Funds	9,443	14,614	(13,098)	1,516	(310)	(25)
Third Party Institutional Mandates	691	80	(37)	43	-	
Total Asian Investment Operations	10,134	14,694	(13,135)	1,559	(310)	(22)
US						
Retail	-	-	-	-	-	
Total US	-	-	-	-	-	

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Total Investment Products	46,329	24,675	(18,007)	6,668	(163)	5
	Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Market Current Movemen
2007 Movement Relative to 2006 M&G	%	%	%	%	%	
Retail	31%	28%	(61%)	(5%)	-	1
Institutional	19%	(13%)	(34%)	(54%)	(184%)	27
Total M&G	24%	8%	(48%)	(30%)	(184%)	8
Asia (9)						
India	28%	28%	(64%)	(90%)	378%	33
Taiwan	53%	125%	(80%)	514%	-	1,84
Korea	30%	(25%)	(20%)	(97%)	52%	9,36
Japan	4%	93%	(9%)	1,390%	-	17
Other Mutual Fund Operations	42%	98%	(120%)	42%	-	2,98
Total Asia Equity/Bond/Other	24%	33%	(44%)	3%	107%	53
MMF						
India	54%	163%	(161%)	215%	(1,789%)	1
Taiwan	(30%)	40%	(12%)	240%	-	6
Korea	14%	10%	(13%)	(260%)	(24%)	
Other Mutual Fund Operations	(7%)	74%	(28%)	971%	-	
Total Asian MMF	6%	123%	(116%)	713%	(2,063%)	10
Total Asia Retail Mutual Funds	21%	91%	(95%)	57%	51%	68
Third Party Institutional Mandates	22%	(74%)	27%	(114%)	-	50
Total Asian Investment Operations	21%	90%	(95%)	52%	51%	81
US (7)						
Retail	-	-	-	-	-	

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Total US	-	-	-	-	-	
Total Investment Products	23%	57%	(82%)	(10%)	(69%)	43
US (7)						2007
Curian Capital External Funds Under Administration						Y GB 1,6

Schedule 3 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 3 2006

INSURANCE OPERATIONS

	Single			Regular			Total		
	Q3 2007	Q3 2006	+/- (%)	Q3 2007	Q3 2006	+/- (%)	Q3 2007	Q3 2006	+/- (%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	343	357	(4%)	-	-	-	343	357	(4%)
Direct and Partnership Annuities	227	228	(0%)	-	-	-	227	228	(0%)
Intermediated Annuities	167	157	6%	-	-	-	167	157	6%
Total Individual Annuities	737	742	(1%)	-	-	-	737	742	(1%)
Equity Release	41	25	64%	-	-	-	41	25	64%
Individual Pensions	9	6	50%	1	-	-	10	6	67%
Corporate Pensions	14	18	(22%)	16	7	129%	30	25	20%
Unit Linked Bonds	62	90	(31%)	-	-	-	62	90	(31%)
With-Profit Bonds	69	36	92%	-	-	-	69	36	92%

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Protection	-	-	-	1	3	(67%)	1	3	(67%)
Offshore Products	100	79	27%	1	-	-	101	79	28%
Total Retail Retirement	<u>1,032</u>	<u>996</u>	<u>4%</u>	<u>19</u>	<u>10</u>	<u>90%</u>	<u>1,051</u>	<u>1,006</u>	<u>4%</u>
Corporate Pensions	58	23	152%	26	37	(30%)	84	60	40%
Other Products	43	46	(7%)	7	6	17%	50	52	(4%)
DWP Rebates	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	<u>101</u>	<u>69</u>	<u>46%</u>	<u>33</u>	<u>43</u>	<u>(23%)</u>	<u>134</u>	<u>112</u>	<u>20%</u>
Total Retail	<u>1,133</u>	<u>1,065</u>	<u>6%</u>	<u>52</u>	<u>53</u>	<u>(2%)</u>	<u>1,185</u>	<u>1,118</u>	<u>6%</u>
Wholesale Annuities	7	22	(68%)	-	-	-	7	22	(68%)
Credit Life	2	178	(99%)	-	-	-	2	178	(99%)
Total UK Insurance Operations	<u>1,142</u>	<u>1,265</u>	<u>(10%)</u>	<u>52</u>	<u>53</u>	<u>(2%)</u>	<u>1,194</u>	<u>1,318</u>	<u>(9%)</u>
Channel Summary									
Direct and Partnership	586	601	(2%)	45	46	(2%)	631	647	(2%)
Intermediated	549	464	18%	7	7	0%	556	471	18%
Wholesale	7	200	(97%)	-	-	-	7	200	(97%)
Sub-Total	<u>1,142</u>	<u>1,265</u>	<u>(10%)</u>	<u>52</u>	<u>53</u>	<u>(2%)</u>	<u>1,194</u>	<u>1,318</u>	<u>(9%)</u>
DWP Rebates	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	<u>1,142</u>	<u>1,265</u>	<u>(10%)</u>	<u>52</u>	<u>53</u>	<u>(2%)</u>	<u>1,194</u>	<u>1,318</u>	<u>(9%)</u>
US Insurance Operations (5)									
Fixed Annuities	130	203	(36%)	-	-	-	130	203	(36%)
Fixed Index Annuities	122	144	(15%)	-	-	-	122	144	(15%)
Variable Annuities	1,174	921	27%	-	-	-	1,174	921	27%
Life	2	2	0%	4	5	(20%)	6	7	(14%)
Sub-Total Retail	<u>1,428</u>	<u>1,270</u>	<u>12%</u>	<u>4</u>	<u>5</u>	<u>(20%)</u>	<u>1,432</u>	<u>1,275</u>	<u>12%</u>
Guaranteed Investment Contracts	127	15	747%	-	-	-	127	15	747%
GIC - Medium Term Note	(4)	104	(104%)	-	-	-	(4)	104	(104%)
Total US Insurance	<u>1,551</u>	<u>1,389</u>	<u>12%</u>	<u>4</u>	<u>5</u>	<u>(20%)</u>	<u>1,555</u>	<u>1,394</u>	<u>12%</u>



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Operations									
Asian Insurance Operations (1b)									
China	36	5	620%	13	8	63%	49	13	277%
Hong Kong	124	85	46%	28	26	8%	152	111	37%
India (6)	4	3	33%	43	22	95%	47	25	88%
Indonesia	30	6	400%	28	18	56%	58	24	142%
Japan	30	18	67%	5	2	150%	35	20	75%
Korea	47	18	161%	67	52	29%	114	70	63%
Malaysia	11	1	1,000%	17	17	0%	28	18	56%
Singapore	119	66	80%	16	18	(11%)	135	84	61%
Taiwan	36	11	227%	46	32	44%	82	43	91%
Other (4)	8	3	167%	12	8	50%	20	11	82%
Total Asian Insurance Operations	445	216	106%	275	203	35%	720	419	72%
Group Total	3,138	2,870	9%	331	261	27%	3,469	3,131	11%

INVESTMENT OPERATIONS

		Opening FUM GBPm	Gross Inflows GBPm	Redemptions GBPm	Net Inflows GBPm	Other Movements GBPm	Market Current Movements GBPm
M&G (5)	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,1
	Q3 2006	40,135	3,186	(1,672)	1,514	105	5
	+/- (%)	21%	3%	(83%)	(85%)	(181%)	12
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	7
	Q3 2006	10,262	4,596	(4,788)	(192)	(40)	3
	+/- (%)	33%	128%	(104%)	468%	48%	10
Asia Third Party	Q3 2007	903	11	(5)	6	-	
	Q3 2006	673	71	(29)	42	-	

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US Retail Mutual Funds	+/- (%)	34%	(85%)	83%	(86%)	-	6
	Q3 2007	18	14	(1)	13	-	
	Q3 2006	-	-	-	-	-	
	+/- (%)	-	-	-	-	-	
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,9
	Q3 2006	51,070	7,853	(6,489)	1,364	65	9
	+/- (%)	24%	75%	(98%)	(30%)	(263%)	11

Schedule 4 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 2 2007

INSURANCE OPERATIONS

	Q3 2007	Single Q 2 2007	+/- (%)	Q3 2007	Regular Q2 2007	+/- (%)	Q3 2007	Total Q2 2007	+/- (%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	343	362	(5%)	-	-	-	343	362	(5%)
Direct and Partnership Annuities	227	226	0%	-	-	-	227	226	0%
Intermediated Annuities	167	150	11%	-	-	-	167	150	11%
Total Individual Annuities	737	738	(0%)	-	-	-	737	738	(0%)
Equity Release	41	33	24%	-	-	-	41	33	24%
Individual Pensions	9	9	0%	1	-	-	10	9	11%
Corporate Pensions	14	22	(36%)	16	24	(33%)	30	46	(35%)
Unit Linked Bonds	62	67	(7%)	-	-	-	62	67	(7%)
With-Profit Bonds	69	58	19%	-	-	-	69	58	19%

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Protection	-	-	-	1	1	0%	1	1	0%
Offshore Products	100	78	28%	1	1	0%	101	79	28%
Total Retail Retirement	<u>1,032</u>	<u>1,005</u>	<u>3%</u>	<u>19</u>	<u>26</u>	<u>(27%)</u>	<u>1,051</u>	<u>1,031</u>	<u>2%</u>
Corporate Pensions	58	64	(9%)	26	32	(19%)	84	96	(13%)
Other Products	43	51	(16%)	7	7	0%	50	58	(14%)
DWP Rebates	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	<u>101</u>	<u>115</u>	<u>(12%)</u>	<u>33</u>	<u>39</u>	<u>(15%)</u>	<u>134</u>	<u>154</u>	<u>(13%)</u>
Total Retail	<u>1,133</u>	<u>1,120</u>	<u>1%</u>	<u>52</u>	<u>65</u>	<u>(20%)</u>	<u>1,185</u>	<u>1,185</u>	<u>0%</u>
Wholesale Annuities	7	35	(80%)	-	-	-	7	35	(80%)
Credit Life	2	5	(60%)	-	-	-	2	5	(60%)
Total UK Insurance Operations	<u>1,142</u>	<u>1,160</u>	<u>(2%)</u>	<u>52</u>	<u>65</u>	<u>(20%)</u>	<u>1,194</u>	<u>1,225</u>	<u>(3%)</u>
Channel Summary									
Direct and Partnership	586	561	4%	45	59	(24%)	631	620	2%
Intermediated	549	559	(2%)	7	6	17%	556	565	(2%)
Wholesale	7	40	(83%)	-	-	-	7	40	(83%)
Sub-Total	<u>1,142</u>	<u>1,160</u>	<u>(2%)</u>	<u>52</u>	<u>65</u>	<u>(20%)</u>	<u>1,194</u>	<u>1,225</u>	<u>(3%)</u>
DWP Rebates	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	<u>1,142</u>	<u>1,160</u>	<u>(2%)</u>	<u>52</u>	<u>65</u>	<u>(20%)</u>	<u>1,194</u>	<u>1,225</u>	<u>(3%)</u>
US Insurance Operations (8)									
Fixed Annuities	130	157	(17%)	-	-	-	130	157	(17%)
Fixed Index Annuities	122	111	10%	-	-	-	122	111	10%
Variable Annuities	1,174	1,193	(2%)	-	-	-	1,174	1,193	(2%)
Life	2	1	100%	4	5	(20%)	6	6	0%
Sub-Total Retail	<u>1,428</u>	<u>1,462</u>	<u>(2%)</u>	<u>4</u>	<u>5</u>	<u>(20%)</u>	<u>1,432</u>	<u>1,467</u>	<u>(2%)</u>
Guaranteed Investment Contracts	127	1	12,600%	-	-	-	127	1	12,600%
GIC - Medium Term Note	(4)	200	(102%)	-	-	-	(4)	200	(102%)
Total US Insurance	<u>1,551</u>	<u>1,663</u>	<u>(7%)</u>	<u>4</u>	<u>5</u>	<u>(20%)</u>	<u>1,555</u>	<u>1,668</u>	<u>(7%)</u>

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Operations

Asian Insurance  
Operations (1b)

China	36	13	177%	13	9	44%	49	22	123%
Hong Kong	124	97	28%	28	28	0%	152	125	22%
India (6)	4	4	0%	43	25	72%	47	29	62%
Indonesia	30	19	58%	28	23	22%	58	42	38%
Japan	30	22	36%	5	4	25%	35	26	35%
Korea	47	45	4%	67	61	10%	114	106	8%
Malaysia	11	7	57%	17	18	(6%)	28	25	12%
Singapore	119	203	(41%)	16	15	7%	135	218	(38%)
Taiwan	36	27	33%	46	103	(55%)	82	130	(37%)
Other (4)	8	6	33%	12	12	0%	20	18	11%
Total Asian Insurance Operations	445	443	0%	275	298	(8%)	720	741	(3%)
Group Total	3,138	3,266	(4%)	331	368	(10%)	3,469	3,634	(5%)

INVESTMENT OPERATIONS

		Opening FUM GBPm	Gross Inflows GBPm	Redemptions GBPm	Net Inflows GBPm	Other Movements GBPm	Market Current Movemen GBPm
M&G (5)	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,1
	Q2 2007	46,125	4,236	(2,236)	2,000	43	4
	+/- (%)	5%	(22%)	(37%)	(89%)	(298%)	15
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	7
	Q2 2007	12,003	10,311	(9,250)	1,061	(63)	6
	+/- (%)	14%	1%	(5%)	(33%)	67%	1
Asia Third Party	Q3 2007	903	11	(5)	6	-	
	Q2 2007	835	5	(4)	1	-	
	+/- (%)	8%	120%	(25%)	500%	-	
US Retail Mutual	Q3 2007	18	14	(1)	13	-	

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Funds

	Q2 2007	5	15	(1)	14	-		
	+/- (%)	260%	(7%)	0%	(7%)	-		
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,9	
	Q2 2007	58,968	14,567	(11,491)	3,076	(20)	1,1	
	+/- (%)	7%	(5%)	(12%)	(69%)	(430%)	6	

Schedule 5 - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US (1a)			Asia (1a)		
	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)
	YTD	YTD		YTD	YTD		YTD	YTD	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
Total Insurance Products	3,754	5,303	(29%)	4,989	4,162	20%	2,045	1,252	63%
Total Investment Products - Gross Inflows (2)	10,812	9,981	8%	33	-	-	27,945	14,095	98%
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,162</u>	<u>21%</u>	<u>29,990</u>	<u>15,347</u>	<u>95%</u>

INSURANCE OPERATIONS

	Single			Regular			Total		
	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)
	YTD	YTD		YTD	YTD		YTD	YTD	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%
Direct and Partnership	658	501	31%	-	-	-	658	501	31%

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Annuities

Intermediated Annuities	449	404	11%	-	-	-	449	404	11%	
Total Individual Annuities	2,137	1,877	14%	-	-	-	2,137	1,877	14%	2,
Equity Release	108	55	96%	-	-	-	108	55	96%	
Individual Pensions	27	16	69%	1	-	-	28	16	75%	
Corporate Pensions	121	53	128%	58	39	49%	179	92	95%	
Unit Linked Bonds	200	303	(34%)	-	-	-	200	303	(34%)	
With-Profit Bonds	183	90	103%	-	-	-	183	90	103%	
Protection	-	2	-	3	9	(67%)	3	11	(73%)	
Offshore Products	305	440	(31%)	3	-	-	308	440	(30%)	
Total Retail Retirement	3,081	2,836	9%	65	48	35%	3,146	2,884	9%	3,
Corporate Pensions	168	188	(11%)	86	81	6%	254	269	(6%)	
Other Products	143	180	(21%)	20	19	5%	163	199	(18%)	
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	
Total Mature Life and Pensions	440	529	(17%)	106	100	6%	546	629	(13%)	
Total Retail	3,521	3,365	5%	171	148	16%	3,692	3,513	5%	4,
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)	
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)	
Total UK Insurance Operations	3,583	5,155	(30%)	171	148	16%	3,754	5,303	(29%)	4,
Channel Summary										
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%	2,
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%	1,
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)	
Sub-Total	3,454	4,994	(31%)	171	148	16%	3,625	5,142	(30%)	4,
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)	

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Total UK Insurance Operations	3,583	5,155	(30%)	171	148	16%	3,754	5,303	(29%)	4,
US Insurance Operations (1a)										
Fixed Annuities	421	473	(11%)	-	-	-	421	473	(11%)	
Fixed Index Annuities	342	399	(14%)	-	-	-	342	399	(14%)	
Variable Annuities	3,417	2,571	33%	-	-	-	3,417	2,571	33%	3,
Life	5	5	0%	13	12	8%	18	17	6%	
Sub-Total Retail	4,185	3,448	21%	13	12	8%	4,198	3,460	21%	4,
Guaranteed Investment Contracts	260	297	(12%)	-	-	-	260	297	(12%)	
GIC - Medium Term Note	531	405	31%	-	-	-	531	405	31%	
Total US Insurance Operations	4,976	4,150	20%	13	12	8%	4,989	4,162	20%	5,
Asian Insurance Operations (1a)										
China	55	21	162%	33	20	65%	88	41	115%	
Hong Kong	323	204	58%	82	62	32%	405	266	52%	
India (6)	20	14	43%	124	76	63%	144	90	60%	
Indonesia	65	16	306%	71	45	58%	136	61	123%	
Japan	82	37	122%	16	3	433%	98	40	145%	
Korea	119	72	65%	180	146	23%	299	218	37%	
Malaysia	20	3	567%	49	47	4%	69	50	38%	
Singapore	425	260	63%	46	45	2%	471	305	54%	
Taiwan	99	52	90%	182	96	90%	281	148	90%	
Other (4)	21	9	133%	33	24	38%	54	33	64%	
Total Asian Insurance Operations	1,229	688	79%	816	564	45%	2,045	1,252	63%	5,
Group Total	9,788	9,993	(2%)	1,000	724	38%	10,788	10,717	1%	14,

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Schedule 6 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2007

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US (1b)			Asia (1b)			2006 Q3
	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	
	YTD	YTD		YTD	YTD		YTD	YTD		
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
Total Insurance Products	3,754	5,303	(29%)	4,989	4,548	10%	2,045	1,334	53%	10
Total Investment Products - Gross Inflows (2)	10,812	9,981	8%	33	-	-	27,945	14,694	90%	38
	<u>14,566</u>	<u>15,284</u>	<u>(5%)</u>	<u>5,022</u>	<u>4,548</u>	<u>10%</u>	<u>29,990</u>	<u>16,028</u>	<u>87%</u>	<u>49</u>

INSURANCE OPERATIONS

	Single			Regular			Total			2006 Q3
	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	2007 Q3	2006 Q3	+/- (%)	
	YTD	YTD		YTD	YTD		YTD	YTD		
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
UK Insurance Operations										
Product Summary										
Internal Vesting annuities	1,030	972	6%	-	-	-	1,030	972	6%	
Direct and Partnership Annuities	658	501	31%	-	-	-	658	501	31%	
Intermediated Annuities	449	404	11%	-	-	-	449	404	11%	
Total Individual Annuities	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,137</u>	<u>1,877</u>	<u>14%</u>	
Equity Release	108	55	96%	-	-	-	108	55	96%	
Individual Pensions	27	16	69%	1	-	-	28	16	75%	
Corporate Pensions	121	53	128%	58	39	49%	179	92	95%	
Unit Linked Bonds	200	303	(34%)	-	-	-	200	303	(34%)	
With-Profit Bonds	183	90	103%	-	-	-	183	90	103%	



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Protection	-	2	-	3	9	(67%)	3	11	(73%)
Offshore Products	305	440	(31%)	3	-	-	308	440	(30%)
Total Retail Retirement	<u>3,081</u>	<u>2,836</u>	<u>9%</u>	<u>65</u>	<u>48</u>	<u>35%</u>	<u>3,146</u>	<u>2,884</u>	<u>9%</u>
Corporate Pensions	168	188	(11%)	86	81	6%	254	269	(6%)
Other Products	143	180	(21%)	20	19	5%	163	199	(18%)
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)
Total Mature Life and Pensions	<u>440</u>	<u>529</u>	<u>(17%)</u>	<u>106</u>	<u>100</u>	<u>6%</u>	<u>546</u>	<u>629</u>	<u>(13%)</u>
Total Retail	<u>3,521</u>	<u>3,365</u>	<u>5%</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,692</u>	<u>3,513</u>	<u>5%</u>
Wholesale Annuities	45	1,300	(97%)	-	-	-	45	1,300	(97%)
Credit Life	17	490	(97%)	-	-	-	17	490	(97%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>
Channel Summary									
Direct and Partnership	1,737	1,594	9%	151	127	19%	1,888	1,721	10%
Intermediated	1,657	1,610	3%	20	21	(5%)	1,677	1,631	3%
Wholesale	60	1,790	(97%)	-	-	-	60	1,790	(97%)
Sub-Total	<u>3,454</u>	<u>4,994</u>	<u>(31%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,625</u>	<u>5,142</u>	<u>(30%)</u>
DWP Rebates	129	161	(20%)	-	-	-	129	161	(20%)
Total UK Insurance Operations	<u>3,583</u>	<u>5,155</u>	<u>(30%)</u>	<u>171</u>	<u>148</u>	<u>16%</u>	<u>3,754</u>	<u>5,303</u>	<u>(29%)</u>
US Insurance Operations (1b)									
Fixed Annuities	421	516	(18%)	-	-	-	421	516	(18%)
Fixed Index Annuities	342	437	(22%)	-	-	-	342	437	(22%)
Variable Annuities	3,417	2,809	22%	-	-	-	3,417	2,809	22%
Life	5	6	(17%)	13	13	0%	18	19	(5%)
Sub-Total Retail	<u>4,185</u>	<u>3,768</u>	<u>11%</u>	<u>13</u>	<u>13</u>	<u>0%</u>	<u>4,198</u>	<u>3,781</u>	<u>11%</u>

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Guaranteed Investment Contracts	260	325	(20%)	-	-	-	260	325	(20%)
GIC - Medium Term Note	531	442	20%	-	-	-	531	442	20%
Total US Insurance Operations	4,976	4,535	10%	13	13	0%	4,989	4,548	10%
Asian Insurance Operations (1b)									
China	55	22	150%	33	21	57%	88	43	105%
Hong Kong	323	224	44%	82	68	21%	405	292	39%
India (6)	20	14	43%	124	77	61%	144	91	58%
Indonesia	65	17	282%	71	49	45%	136	66	106%
Japan	82	41	100%	16	3	433%	98	44	123%
Korea	119	76	57%	180	155	16%	299	231	29%
Malaysia	20	3	567%	49	48	2%	69	51	35%
Singapore	425	271	57%	46	47	(2%)	471	318	48%
Taiwan	99	58	71%	182	106	72%	281	164	71%
Other (4)	21	9	133%	33	25	32%	54	34	59%
Total Asian Insurance Operations	1,229	735	67%	816	599	36%	2,045	1,334	53%
Group Total	9,788	10,425	(6%)	1,000	760	32%	10,788	11,185	(4%)

Schedule 7 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 3 2006

INSURANCE OPERATIONS

	Single			Regular			Total		
	Q3 2007	Q3 2006	+/- (%)	Q3 2007	Q3 2006	+/- (%)	Q3 2007	Q3 2006	+/- (%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	

UK Insurance

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Operations

Product Summary

Internal Vesting annuities	343	357	(4%)	-	-	-	343	357	(4%)
Direct and Partnership Annuities	227	228	(0%)	-	-	-	227	228	(0%)
Intermediated Annuities	167	157	6%	-	-	-	167	157	6%
Total Individual Annuities	737	742	(1%)	-	-	-	737	742	(1%)
Equity Release	41	25	64%	-	-	-	41	25	64%
Individual Pensions	9	6	50%	1	-	-	10	6	67%
Corporate Pensions	14	18	(22%)	16	7	129%	30	25	20%
Unit Linked Bonds	62	90	(31%)	-	-	-	62	90	(31%)
With-Profit Bonds	69	36	92%	-	-	-	69	36	92%
Protection	-	-	-	1	3	(67%)	1	3	(67%)
Offshore Products	100	79	27%	1	-	-	101	79	28%
Total Retail Retirement	1,032	996	4%	19	10	90%	1,051	1,006	4%
Corporate Pensions	58	23	152%	26	37	(30%)	84	60	40%
Other Products	43	46	(7%)	7	6	17%	50	52	(4%)
DWP Rebates	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	101	69	46%	33	43	(23%)	134	112	20%
Total Retail	1,133	1,065	6%	52	53	(2%)	1,185	1,118	6%
Wholesale Annuities	7	22	(68%)	-	-	-	7	22	(68%)
Credit Life	2	178	(99%)	-	-	-	2	178	(99%)
Total UK Insurance Operations	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)
Channel Summary									
Direct and Partnership	586	601	(2%)	45	46	(2%)	631	647	(2%)
Intermediated	549	464	18%	7	7	0%	556	471	18%

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Wholesale	7	200	(97%)	-	-	-	7	200	(97%)
Sub-Total	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)
DWP Rebates	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,142	1,265	(10%)	52	53	(2%)	1,194	1,318	(9%)
US Insurance Operations (8)									
Fixed Annuities	130	203	(36%)	-	-	-	130	203	(36%)
Fixed Index Annuities	122	144	(15%)	-	-	-	122	144	(15%)
Variable Annuities	1,174	921	27%	-	-	-	1,174	921	27%
Life	2	2	0%	4	5	(20%)	6	7	(14%)
Sub-Total Retail	1,428	1,270	12%	4	5	(20%)	1,432	1,275	12%
Guaranteed Investment Contracts	127	15	747%	-	-	-	127	15	747%
GIC - Medium Term Note	(4)	104	(104%)	-	-	-	(4)	104	(104%)
Total US Insurance Operations	1,551	1,389	12%	4	5	(20%)	1,555	1,394	12%
Asian Insurance Operations (1b)									
China	36	5	620%	13	8	63%	49	13	277%
Hong Kong	124	85	46%	28	26	8%	152	111	37%
India (6)	4	3	33%	43	22	95%	47	25	88%
Indonesia	30	6	400%	28	18	56%	58	24	142%
Japan	30	18	67%	5	2	150%	35	20	75%
Korea	47	18	161%	67	52	29%	114	70	63%
Malaysia	11	1	1,000%	17	17	0%	28	18	56%
Singapore	119	66	80%	16	18	(11%)	135	84	61%
Taiwan	36	11	227%	46	32	44%	82	43	91%
Other (4)	8	3	167%	12	8	50%	20	11	82%
Total Asian Insurance Operations	445	216	106%	275	203	35%	720	419	72%

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Group Total	3,138	2,870	9%	331	261	27%	3,469	3,131	11%
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INVESTMENT OPERATIONS

		Opening FUM GBPm	Gross Inflows GBPm	Redemptions GBPm	Net Inflows GBPm	Other Movements GBPm	Mark Curr Movem
M&G (5)	Q3 2007	48,624	3,293	(3,067)	226	(85)	1
	Q3 2006	40,135	3,186	(1,672)	1,514	105	
	+/- (%)	21%	3%	(83%)	(85%)	(181%)	
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	
	Q3 2006	10,262	4,596	(4,788)	(192)	(40)	
	+/- (%)	33%	128%	(104%)	468%	48%	
Asia Third Party	Q3 2007	903	11	(5)	6	-	
	Q3 2006	673	71	(29)	42	-	
	+/- (%)	34%	(85%)	83%	(86%)	-	
US Retail Mutual Funds	Q3 2007	18	14	(1)	13	-	
	Q3 2006	-	-	-	-	-	
	+/- (%)	-	-	-	-	-	
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1
	Q3 2006	51,070	7,853	(6,489)	1,364	65	
	+/- (%)	24%	75%	(98%)	(30%)	(263%)	

Schedule 8 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2007 VERSUS QUARTER 2 2007

INSURANCE OPERATIONS

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	Q3 2007	Single Q 2 2007	+/- (%)	Q3 2007	Regular Q2 2007	+/- (%)	Q3 2007	Total Q2 2007	+/- (%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	343	362	(5%)	-	-	-	343	362	(5%)
Direct and Partnership Annuities	227	226	0%	-	-	-	227	226	0%
Intermediated Annuities	167	150	11%	-	-	-	167	150	11%
Total Individual Annuities	737	738	(0%)	-	-	-	737	738	(0%)
Equity Release	41	33	24%	-	-	-	41	33	24%
Individual Pensions	9	9	0%	1	-	-	10	9	11%
Corporate Pensions	14	22	(36%)	16	24	(33%)	30	46	(35%)
Unit Linked Bonds	62	67	(7%)	-	-	-	62	67	(7%)
With-Profit Bonds	69	58	19%	-	-	-	69	58	19%
Protection	-	-	-	1	1	0%	1	1	0%
Offshore Products	100	78	28%	1	1	0%	101	79	28%
Total Retail Retirement	1,032	1,005	3%	19	26	(27%)	1,051	1,031	2%
Corporate Pensions	58	64	(9%)	26	32	(19%)	84	96	(13%)
Other Products	43	51	(16%)	7	7	0%	50	58	(14%)
DWP Rebates	-	-	-	-	-	-	-	-	-
Total Mature Life and Pensions	101	115	(12%)	33	39	(15%)	134	154	(13%)
Total Retail	1,133	1,120	1%	52	65	(20%)	1,185	1,185	0%
Wholesale Annuities	7	35	(80%)	-	-	-	7	35	(80%)

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Credit Life	2	5	(60%)	-	-	-	2	5	(60%)
Total UK Insurance Operations	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)
Channel Summary									
Direct and Partnership	586	561	4%	45	59	(24%)	631	620	2%
Intermediated	549	559	(2%)	7	6	17%	556	565	(2%)
Wholesale	7	40	(83%)	-	-	-	7	40	(83%)
Sub-Total	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)
DWP Rebates	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,142	1,160	(2%)	52	65	(20%)	1,194	1,225	(3%)
US Insurance Operations (8)									
Fixed Annuities	130	157	(17%)	-	-	-	130	157	(17%)
Fixed Index Annuities	122	111	10%	-	-	-	122	111	10%
Variable Annuities	1,174	1,193	(2%)	-	-	-	1,174	1,193	(2%)
Life	2	1	100%	4	5	(20%)	6	6	0%
Sub-Total Retail	1,428	1,462	(2%)	4	5	(20%)	1,432	1,467	(2%)
Guaranteed Investment Contracts	127	1	12,600%	-	-	-	127	1	12,600%
GIC - Medium Term Note	(4)	200	(102%)	-	-	-	(4)	200	(102%)
Total US Insurance Operations	1,551	1,663	(7%)	4	5	(20%)	1,555	1,668	(7%)
Asian Insurance Operations (1b)									
China	36	13	177%	13	9	44%	49	22	123%
Hong Kong	124	97	28%	28	28	0%	152	125	22%
India (6)	4	4	0%	43	25	72%	47	29	62%
Indonesia	30	19	58%	28	23	22%	58	42	38%
Japan	30	22	36%	5	4	25%	35	26	35%
Korea	47	45	4%	67	61	10%	114	106	8%
Malaysia	11	7	57%	17	18	(6%)	28	25	12%

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Singapore	119	203	(41%)	16	15	7%	135	218	(38%)
Taiwan	36	27	33%	46	103	(55%)	82	130	(37%)
Other (4)	8	6	33%	12	12	0%	20	18	11%
Total Asian Insurance Operations	445	443	0%	275	298	(8%)	720	741	(3%)
Group Total	3,138	3,266	(4%)	331	368	(10%)	3,469	3,634	(5%)

INVESTMENT OPERATIONS

		Opening FUM GBPm	Gross Inflows GBPm	Redemptions GBPm	Net Inflows GBPm	Other Movements GBPm	Market Currency Movement GBPm
M&G (5)	Q3 2007	48,624	3,293	(3,067)	226	(85)	1,14
	Q2 2007	46,125	4,236	(2,236)	2,000	43	45
	+/- (%)	5%	(22%)	(37%)	(89%)	(298%)	150
Asia Retail Mutual Funds	Q3 2007	13,677	10,463	(9,757)	706	(21)	75
	Q2 2007	12,003	10,311	(9,250)	1,061	(63)	67
	+/- (%)	14%	1%	(5%)	(33%)	67%	12
Asia Third Party	Q3 2007	903	11	(5)	6	-	7
	Q2 2007	835	5	(4)	1	-	6
	+/- (%)	8%	120%	(25%)	500%	-	6
US Retail Mutual Funds	Q3 2007	18	14	(1)	13	-	
	Q2 2007	5	15	(1)	14	-	(1)
	+/- (%)	260%	(7%)	0%	(7%)	-	-
Total Investment Products	Q3 2007	63,222	13,781	(12,830)	951	(106)	1,97



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Q2 2007	58,968	14,567	(11,491)	3,076	(20)	1,19
+/- (%)	7%	(5%)	(12%)	(69%)	(430%)	65

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. New Department of Work and Pensions rebate business for SAIF is excluded from the new business schedules. This is because SAIF is solely for the benefit of SAIF policyholders.

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.

The premiums for the first nine months of 2006 for wholesale annuities for UK Insurance operations include GBP592m for a bulk annuity transaction with the Scottish Amicable Insurance Fund (SAIF). SAIF is a closed-ring fenced sub-fund established by a Court approved Scheme of Arrangement in October 1997, which is solely for the benefit of SAIF policyholders. Shareholders have no interest in the profits of this fund, although they are entitled to investment management fees on this business.

From 12 August 2007 the shareholding in CITIC-Prudential funds operation in China has increased from 33% to 49%

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 1.99.

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(1b) Insurance and investment new business for overseas operations has been calculated using average exchange rates. The applicable rate for Jackson is 1.99 (2006: 1.82).

(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. Mandatory Provident Fund (MPF) product sales in Hong Kong are included at Prudential's 36 per cent interest in Hong Kong MPF operation.

(7) Balance sheet figures have been calculated at the closing exchange rate. The 2006 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) GBP339m of FUM and GBP16m of net flows reported under Prudential Asian funds operations relate to M&G's products distributed through those Asian operations and this amount is also included in M&G's FUM.

### 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 23 October 2007

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Jon Bunn

Jon Bunn  
Director of Public Relations