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PRUDENTIAL PLC
Form 6-K
April 17, 2008

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 April 2008

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: 1st Quarter Results

Embargo: 07:00am Thursday 17 April 2008

PRUDENTIAL PLC FIRST QUARTER 2008 INTERIM MANAGEMENT STATEMENT

TOTAL GROUP INSURANCE SALES UP 13%

All figures in the table below are for the three months to 31 March 2008, with
comparisons to 2007 at constant exchange rates.

	APE	Growth
Total Group Insurance	GBP729 million	13%

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Total Group Retail Insurance	GBP688 million	14%
Asia	GBP375 million	30%
US	GBP165 million	(7%)
UK Retail	GBP189 million	4%
UK Total	GBP189 million	4%
Asia Asset Management	Net inflows of GBP0.5 billion down	17%
M&G	Net inflows of GBP0.6 billion down	59%

Mark Tucker, Group Chief Executive said:

"The Group has made a very positive start to the year with overall Group new business up 13 per cent. This continues our strong momentum despite an environment characterised by high levels of uncertainty and volatility. This performance confirms the resilience that we derive from our geographic spread across three regions, and particularly the role of Asia as our leading source of new business.

"Asia's excellent new business growth momentum continues apace. In the US, although difficult market conditions are affecting sales of certain types of retirement products, we remain confident that we shall continue to out-perform the market over the longer-term. UK growth of four per cent is particularly pleasing as we have maintained our value driven focus on writing only the business that meets our profitability criteria.

"Our asset management businesses in the UK and Asia achieved GBP1.1 billion net inflows in extremely tough conditions, with Prudential's financial strength and track record of investment performance enabling us to be a beneficiary of the flight to quality that accompanies economic uncertainty.

"The current economic environment is challenging but I am confident that our geographic diversity, advantaged distribution, product expertise and management capability position us well for future growth. Our prospects for 2008 remain positive."

Asia insurance operations

Prudential's Asian life operations delivered new business APE of GBP375 million representing growth of 30 per cent over the first quarter 2007 continuing the strong growth trend seen in 2007. PVNBP basis sales for first quarter 2008 of GBP2.0 billion are 35 per cent higher than in the same period last year.

Despite the recent global investment market turmoil, demand for linked products has remained strong with the proportion of sales of linked products increasing slightly from 67 per cent of APE for the first quarter of 2007 to 69 per cent of APE in the first quarter of 2008. The main drivers of growth by country during the quarter compared to the first quarter last year were India, with our share of sales at GBP89 million an increase of 41 per cent, Indonesia at GBP40 million up a very strong 90 per cent, Hong Kong at GBP54 million up 50 per cent, Japan at GBP22 million up 100 per cent and Singapore at GBP38 million up 41 per cent.

Product innovation remains key and we have continued to develop our retirement, Takaful and health propositions to deepen our relationship with distributors and

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customers. Our ability to find creative solutions for our customers and to innovate allows us to grow profitably. New business from health products was 79 per cent ahead of the same quarter last year.

These strong performances came from a wide range of drivers that continue to demonstrate the success of Prudential's regional model. In India the growth reflects the investment in new branches and agency during 2007. Indonesia's agency momentum has continued through the first quarter and this operation now has 51,500 agents, a growth of 71 per cent over the first quarter of 2007, making it Prudential's second largest agency force in the region behind India. Also, the launch of Takaful products continues to be a success with 20 per cent of Indonesia APE now coming from these products. Hong Kong had a very strong first quarter with the successful launch of the new PRUlink Wealth Builder, the operation's first regular premium back-end loaded index linked product, supported by marketing activity for retirement planning. In Japan the exceptional growth has been driven largely by Term Life products where the tax benefits have now been reduced; this operation is now focusing on Variable Annuity products. We anticipate a slow down in new business volumes relative to the term life product. Singapore has also benefited from a one-off boost in single premium sales relating to changes in the Central Provident Fund investment limits effective from 1 April 2008.

Having led Prudential's Asian growth in 2007, Taiwan delivered new business APE of GBP35 million, down eight per cent. Single premium sales were particularly affected by adverse market sentiment towards investment products with a reduction of 43 per cent compared to the first quarter of last year.

In Malaysia the Takaful business continues to grow strongly, up 70 per cent on last year and representing 28 per cent of the total APE, up from 14 per cent last year. Total new business was down six per cent reflecting challenging market conditions. Korea delivered new business APE of GBP59 million, up 11 per cent, in a market that remains highly competitive.

On a comparable basis to 2007, APE sales in China were up by 50 per cent. In recently released market data for 2007, domestic players on average grew by 33 per cent and foreign/joint ventures by 21 per cent.

Vietnam, Thailand and Philippines have continued the strong growth seen in 2007 with collective first quarter APE sales of GBP15 million, up 36 per cent on last year. Unit linked products were launched in Vietnam in January and they represented five per cent of the country's sales in the first quarter.

Prudential has an excellent track record of building a profitable business in Asia and its focus continues to be on profitable and sustainable long-term growth. The business continues to expect to deliver doubling 2005 EEV NBP a year early by 2008.

US insurance operations

Jackson, Prudential's US insurance business, delivered APE sales of GBP165 million in the first quarter of 2008, representing a seven per cent decline from the same period in 2007. This was primarily driven by lower variable annuity sales. APE retail sales in the first quarter of 2008 were GBP124 million, down six per cent over the same period in 2007. On a PVNBP basis, new business sales were GBP1.6 billion.

Total APE sales of GBP165 million and total retail APE sales of GBP124 million both represent the second-highest level of sales during the first quarter in the Company's history. This achievement demonstrates the resilience of Jackson's business model despite volatile equity markets and a deteriorating macroeconomic environment experienced in the first three months of 2008.

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Variable annuity APE sales of GBP90 million in the first quarter of 2008 were 13 per cent down on the same period in 2007. During the first three months of 2008, the S&P 500 index reduced by 10 per cent as the significant volatility experienced by US equity markets during the second half of 2007 continued into 2008. Price competition in the variable annuity market has remained intense.

In the first quarter of 2008, Jackson maintained its track record for product innovation by enhancing its variable annuity offering, launching two new guaranteed minimum withdrawal benefits (GMWB) and two new portfolio investment options subadvised by PPM America, Inc. As announced in the fourth quarter of 2007, Jackson is expanding its wholesaling force by adding nearly 70 internal wholesalers and seven sales desk directors by 2009. The initiative is designed to increase Jackson's presence among independent advisers and strengthen relationships with the Company's top producers.

Fixed annuity APE sales of GBP19 million were 46 per cent up on the same period of 2007 reflecting a higher customer propensity towards fixed-rate products in a period of declining equity markets.

Fixed index annuity sales continue to be affected by difficult market conditions. Jackson's APE sales of GBP10 million in the first three months of 2008 were nine per cent down on the same period of 2007.

Institutional APE sales of GBP41 million in the first quarter of 2008 were down 11 per cent on the same period of 2007. Jackson continues to participate in this market on an opportunistic basis when margins are attractive.

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 March 2008 of GBP1.7 billion, stable from the end of December 2007 at CER. Curian generated deposits of GBP157 million in the first quarter of 2008, up six per cent on the same period of 2007.

Following the additional disclosure provided with the 2007 Results Announcement, Jackson's overall credit exposure remains tightly controlled. The exposure is well within Group risk parameters and Jackson continues to manage it proactively. For securities classified as available-for-sale under IAS39, at 31 March there was an increase in the net unrealised loss position to GBP459 million from GBP136 million at 31 December 2007. This increase reflects exceptional market conditions.

Jackson remains confident of the quality of its overall portfolio of GBP19 billion of debt securities. 90 per cent of its gross unrealised loss is on investment grade securities. Of the GBP257 million of gross unrealised losses on securities with a fair value of less than 80 per cent of book value, only GBP28 million is on securities rated as non-investment grade. In addition, there were no credit defaults in the direct investment portfolio in the quarter and downgrades were minimal. As stated with our 2007 results announcement, Jackson holds its debt securities with the intent and ability to hold them for the longer-term. Further details are provided in Schedule 7.

Overall, we remain confident that Jackson's strengths - its efficient operating platform, the quality of its distribution, its ability to innovate and the quality of its management - will allow it to continue to outperform the market over the longer-term.

UK insurance operations

Prudential UK delivered total APE sales of GBP189 million in the first quarter

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of 2008, a four per cent increase on the same quarter last year. This sales growth was driven principally by strong performances in with-profits and offshore bonds as well as equity release completions. Sales on a PVNBP basis were up six per cent at GBP1.6 billion.

Individual annuity sales in the first quarter of APE GBP64 million were three per cent lower than the first quarter of 2007. Internal vestings of APE GBP32 million were in line with the first quarter of 2007 and contributed 50 per cent of total annuity sales. Sales through partnerships fell slightly from last year's first quarter performance. With-profits annuity sales continued to grow strongly, with sales of APE GBP12 million up 13 per cent on the first quarter of 2007. As consumers focus increasingly on the need for inflation protection in retirement, this is a growing market and one in which Prudential is the market leader.

Prudential's lifetime mortgage sales continued their upward trend with mortgage drawdowns of GBP51 million making this the highest quarter to date, up 50 per cent on the first quarter last year. Performance in the first quarter was underpinned by continued strong sales through intermediaries up 43 per cent to GBP33 million, complemented by sales through Prudential's face-to-face specialist consultants increasing by 61 per cent over the same period.

Corporate pension sales of GBP61 million were in line with the same period last year, principally due to continued growth in member uptake and increments on existing schemes. Prudential now administers corporate pensions on behalf of approximately 640,000 members.

Prudential's retail with-profits business performed very strongly across a range of products with total sales of GBP86 million up 17 per cent. Sales of with-profits bonds continued the strong growth seen in 2007, with first quarter APE sales of GBP18 million up 112 per cent on the first quarter of 2007. Sales of PruFund (Prudential's unitised and smoothed investment plan with an optional guarantee) were particularly strong at GBP11 million APE, with cumulative single premiums since launch in 2005 now exceeding GBP400 million. With consumers in the UK seeking to protect themselves from market down-turns, Prudential has seen a significant increase in with-profits sales as more investors choose its with-profits products to protect themselves during volatile and uncertain conditions as well as during market growth.

Sales of offshore products (sold within the UK and Europe) were up 36 per cent on 2007 at GBP19 million APE. There was a particularly strong performance in the UK market where sales increased by 124 per cent. This reflected increased demand for Prudential's open architecture portfolio bond product, with an increasing number of advisers recognising the flexibility, choice and potential tax effectiveness this sort of product can offer to their higher net worth clients. To build on this opportunity further, Prudential International launched a new enhanced offering in March - the Portfolio Account, a single premium offshore portfolio bond.

In the wholesale bulk and insurer back-book market Prudential wrote a minimal amount of business in the first quarter of 2008, reflecting Prudential's stance that it will only write annuity business at rates that are sufficient to meet its return on capital requirements based on its view of future longevity improvements. There continues to be a significant pipeline of potential wholesale deals but competition remains intense with a number of market participants competing for business.

PruHealth sales are not included in the total APE sales numbers. During the first quarter of 2008, PruHealth continued to grow strongly with gross written premiums of GBP20 million up 25 per cent on the same quarter of 2007. This business now covers over 150,000 lives.

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These first quarter results reflect the UK strategy as we maintain our value-driven focus on writing only the business that meets our profitability criteria.

Asset Management

M&G

M&G is an investment-led business with a demonstrable focus on performance delivery which aims to offer attractive products in a variety of macro-economic environments. Despite the significant deterioration in market conditions since the first quarter last year, M&G delivered increased gross fund inflows during the first three months of 2008 and ended the quarter in a positive position, with net inflows of GBP0.6 billion. This reflects M&G's excellent investment performance and the strength of its diversified business across different asset classes and across retail and wholesale markets, both in the UK and internationally.

M&G's total gross fund inflows for the first three months of this year were GBP3.3 billion, an increase of two per cent on the first quarter last year. Net fund inflows of GBP558 million, while down 59 per cent on the same period of 2007, are a strongly net positive result in market conditions which are dramatically different from the comparable period last year. During the first three months of this year, the FTSE All Share fell 11 per cent. In spite of the market volatility seen over the last quarter, M&G's total funds under management fell just five per cent to GBP159.8 billion, demonstrating the diverse spread of M&G's business.

Gross fund inflows into M&G's retail business were GBP1.9 billion, a fall of four per cent compared with the first quarter of last year. Net fund inflows were GBP25 million for the quarter. Retail fund performance has continued to be strong, despite the deterioration in markets, with 24 per cent of retail funds in the top decile over three years and 39 per cent of funds delivering top quartile performance. This continued excellent fund performance places M&G in a strong position to gain market share.

M&G's institutional businesses saw gross fund inflows increase 11 per cent during the quarter to GBP1.5 billion. Net inflows decreased by 33 per cent to GBP533 million. In its higher margin businesses, M&G's Infrastructure Finance business saw steady inflows and while market activity in structured credit and leveraged loans has remained quiet, M&G's excellent reputation and continued good performance has seen it continue to pick up business.

Asian Asset Management Business

The Asian Asset Management business recorded GBP0.5 billion of net inflows in the first three months of 2008. These were 17 per cent lower compared to the same period in 2007. Of the GBP0.5 billion of net inflows, 74 per cent were in longer-term equity and fixed income products with 26 per cent in shorter-term money market funds.

Total third party funds under management were GBP16.0 billion, a decrease of 11 per cent compared to the fourth quarter of 2007. Japan, Korea and India were the largest contributors to the reduction due to equity market volatility with these countries falling by 20 per cent, 11 per cent and nine per cent respectively. Japan, with a significant percentage of their funds invested in India, was affected by the equity downturn in India, in addition to that in its own market.

Our innovative product strategy continues to be a key focus for the business, an example being PCA Asset Management in Korea which recently launched an

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innovative fund called PCA Emerging Asia Equity Fund, which invests into China, India, Indonesia, Thailand, Malaysia, Philippines, Vietnam and other emerging Asia countries.

In terms of institutional business, Taiwan obtained three institutional mandates with funds under management of GBP116 million during the first quarter. This includes a domestic equity investment mandate from Taiwan's New Labour Pension Fund.

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

ENDS

Enquiries:

Media		Investors/Analysts	
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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 Tidjane Thiam, Chief Financial Officer. Dial in telephone number: +44 (0)20 8609 0793. Passcode: 155439#.
5. There will be a conference call for investors and analysts at 9:30am (BST) hosted by Mark Tucker, Group Chief Executive, and Tidjane Thiam, Chief Financial Officer. From the UK please call +44 (0)20 8609 0793. Passcode 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 212764#.
6. High resolution photographs are available to the media free of charge at 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

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	Actual Exchange Rates			+/- (%)	Constant Exchange Ra
	2008 Q1	2007 Q1			2008 Q1
	YTD	YTD			YTD
	GBPm	GBPm		GBPm	
UK	189	182		4%	189
US	165	180		(8%)	165
Asia	375	277		35%	375
Total	729	639		14%	729

	Actual Exchange Rates			+/- (%)	Constant Exchange Ra
	2008 Q1	2007 Q1			2008 Q1
	YTD	YTD			YTD
	GBPm	GBPm		GBPm	
M&G	3,340	3,283		2%	3,340
US	17	4		325%	17
Asia	11,411	7,155		59%	11,411
Total	14,768	10,442		41%	14,768

	Actual Exchange Rates			+/- (%)	Constant Exchange Ra
	2008 Q1	2007 Q1			2008 Q1
	YTD	YTD			YTD
	GBPm	GBPm		GBPm	
Insurance	3,853	3,685		5%	3,853
Investment	14,768	10,442		41%	14,768
Total	18,621	14,127		32%	18,621

8. Financial Calendar:

Annual General Meeting	15 May 2008
Interim Results 2008	31 July 2008
Third Quarter 2008 Interim Management Statement	21 October 2008

9. About Prudential plc

*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 160 years and has GBP267 billion in assets under management (as at 31 December 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

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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

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US			Asia			2008 Q1 YTD GBPm
	2008 Q1 YTD GBPm	2007 Q1 YTD GBPm	+/- (%)	2008 Q1 YTD GBPm	2007 Q1 YTD GBPm	+/- (%)	2008 Q1 YTD GBPm	2007 Q1 YTD GBPm	+/- (%)	
	Total Insurance Products	1,404	1,335	5%	1,603	1,744	(8%)	846	607	
Total Investment Products										
- Gross Inflows	3,340	3,283	2%	17	4	325%	11,411	7,625	50%	
	4,744	4,618	3%	1,620	1,748	(7%)	12,257	8,232	49%	

INSURANCE OPERATIONS

	Single			Regular			Total			2008 Q1 YTD GBPm
	2008 Q1 YTD GBPm	2007 Q1 YTD GBPm	+/- (%)	2008 Q1 YTD GBPm	2007 Q1 YTD GBPm	+/- (%)	2008 Q1 YTD GBPm	2007 Q1 YTD GBPm	+/- (%)	

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UK Insurance Operations

Product Summary

Internal Vesting annuities	322	325	(1%)	-	-	-	322	325	(1%)
Direct and Partnership Annuities	176	205	(14%)	-	-	-	176	205	(14%)
Intermediated Annuities	137	132	4%	-	-	-	137	132	4%
Total Individual Annuities	635	662	(4%)	-	-	-	635	662	(4%)
Equity Release	51	34	50%	-	-	-	51	34	50%
Individual Pensions	14	9	56%	-	-	-	14	9	56%
Corporate Pensions	46	85	(46%)	22	18	22%	68	103	(34%)
Unit Linked Bonds	38	71	(46%)	-	-	-	38	71	(46%)
With-Profit Bonds	147	56	163%	-	-	-	147	56	163%
Protection	-	-	-	1	1	0%	1	1	0%
Offshore Products	179	127	41%	1	1	0%	180	128	41%
Total Retail Retirement	1,110	1,044	6%	24	20	20%	1,134	1,064	7%
Corporate Pensions	93	46	102%	25	28	(11%)	118	74	59%
Other Products	40	49	(18%)	5	6	(17%)	45	55	(18%)
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)
Total Mature Life and Pensions	236	224	5%	30	34	(12%)	266	258	3%
Total Retail	1,346	1,268	6%	54	54	0%	1,400	1,322	6%
Wholesale Annuities	1	3	(67%)	-	-	-	1	3	(67%)
Credit Life	3	10	(70%)	-	-	-	3	10	(70%)
Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
Channel Summary									
Direct and Partnership	534	590	(9%)	49	47	4%	583	637	(8%)
Intermediated	708	549	29%	5	7	(29%)	713	556	28%

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Wholesale	5	13	(62%)	-	-	-	5	13	(62%)
Sub-Total	1,247	1,152	8%	54	54	0%	1,301	1,206	8%
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)
Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
US Insurance Operations									
Fixed Annuities	193	133	45%	-	-	-	193	133	45%
Fixed Index Annuities	98	107	(8%)	-	-	-	98	107	(8%)
Variable Annuities	900	1,037	(13%)	-	-	-	900	1,037	(13%)
Life	2	2	0%	5	4	25%	7	6	17%
Sub-Total Retail	1,193	1,279	(7%)	5	4	25%	1,198	1,283	(7%)
Guaranteed Investment Contracts	405	130	212%	-	-	-	405	130	212%
GIC - Medium Term Note	-	331	-	-	-	-	-	331	-
Total US Insurance Operations	1,598	1,740	(8%)	5	4	25%	1,603	1,744	(8%)
Asian Insurance Operations									
China	19	7	171%	7	11	(36%)	26	18	44%
Hong Kong	152	101	50%	39	26	50%	191	127	50%
India	7	13	(46%)	88	62	42%	95	75	27%
Indonesia	44	16	175%	36	19	89%	80	35	129%
Japan	38	34	12%	18	8	125%	56	42	33%
Korea	26	26	0%	56	50	12%	82	76	8%
Malaysia	7	2	250%	14	16	(13%)	21	18	17%
Singapore	205	110	86%	17	16	6%	222	126	76%
Taiwan	21	37	(43%)	33	34	(3%)	54	71	(24%)
Other	4	9	(56%)	15	10	50%	19	19	0%
Total Asian Insurance Operations	523	355	47%	323	252	28%	846	607	39%

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Group Total	3,471	3,376	3%	382	310	23%	3,853	3,686	5%
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Schedule 1B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US			Asia		
	2008 Q1	2007 Q1		2008 Q1	2007 Q1		2008 Q1	2007 Q1	
	YTD GBPm	YTD GBPm	+/- (%)	YTD GBPm	YTD GBPm	+/- (%)	YTD GBPm	YTD GBPm	+/- (%)
Total Insurance Products	1,404	1,335	5%	1,603	1,766	(9%)	846	584	45%
Total Investment Products - Gross Inflows	3,340	3,283	2%	17	4	325%	11,411	7,155	59%
	4,744	4,618	3%	1,620	1,770	(8%)	12,257	7,739	58%

INSURANCE OPERATIONS

	Single			Regular			Total		
	2008 Q1	2007 Q1		2008 Q1	2007 Q1		2008 Q1	2007 Q1	
	YTD GBPm	YTD GBPm	+/- (%)	YTD GBPm	YTD GBPm	+/- (%)	YTD GBPm	YTD GBPm	+/- (%)
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	322	325	(1%)	-	-	-	322	325	(1%)
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Equity Release	51	34	50%	-	-	-	51	34	50%
Individual Pensions	14	9	56%	-	-	-	14	9	56%
Corporate Pensions	46	85	(46%)	22	18	22%	68	103	(34%)

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Unit Linked Bonds	38	71	(46%)	-	-	-	38	71	(46%)
With-Profit Bonds	147	56	163%	-	-	-	147	56	163%
Protection	-	-	-	1	1	0%	1	1	0%
Offshore Products	179	127	41%	1	1	0%	180	128	41%
Total Retail Retirement	1,110	1,044	6%	24	20	20%	1,134	1,064	7%
Corporate Pensions	93	46	102%	25	28	(11%)	118	74	59%
Other Products	40	49	(18%)	5	6	(17%)	45	55	(18%)
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)
Total Mature Life and Pensions	236	224	5%	30	34	(12%)	266	258	3%
Total Retail	1,346	1,268	6%	54	54	0%	1,400	1,322	6%
Wholesale Annuities	1	3	(67%)	-	-	-	1	3	(67%)
Credit Life	3	10	(70%)	-	-	-	3	10	(70%)
Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
Channel Summary									
Direct and Partnership	534	590	(9%)	49	47	4%	583	637	(8%)
Intermediated	708	549	29%	5	7	(29%)	713	556	28%
Wholesale	5	13	(62%)	-	-	-	5	13	(62%)
Sub-Total	1,247	1,152	8%	54	54	0%	1,301	1,206	8%
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)
Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
US Insurance Operations									
Fixed Annuities	193	134	44%	-	-	-	193	134	44%
Fixed Index Annuities	98	109	(10%)	-	-	-	98	109	(10%)
Variable Annuities	900	1,050	(14%)	-	-	-	900	1,050	(14%)
Life	2	2	0%	5	4	25%	7	6	17%

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Sub-Total Retail	1,193	1,295	(8%)	5	4	25%	1,198	1,299	(8%)
Guaranteed Investment Contracts	405	132	207%	-	-	-	405	132	207%
GIC - Medium Term Note	-	335	-	-	-	-	-	335	-
Total US Insurance Operations	1,598	1,762	(9%)	5	4	25%	1,603	1,766	(9%)
Asian Insurance Operations									
China	19	6	217%	7	11	(36%)	26	17	53%
Hong Kong	152	102	49%	39	26	50%	191	128	49%
India	7	12	(42%)	88	56	57%	95	68	40%
Indonesia	44	16	175%	36	20	80%	80	36	122%
Japan	38	30	27%	18	7	157%	56	37	51%
Korea	26	27	(4%)	56	52	8%	82	79	4%
Malaysia	7	2	250%	14	14	0%	21	16	31%
Singapore	205	103	99%	17	15	13%	222	118	88%
Taiwan	21	36	(42%)	33	33	0%	54	69	(22%)
Other	4	7	(43%)	15	9	67%	19	16	19%
Total Asian Insurance Operations	523	341	53%	323	243	33%	846	584	45%
Group Total	3,471	3,384	3%	382	301	27%	3,853	3,685	5%

Schedule 2A - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008

INVESTMENT OPERATIONS

	Gross Inflows GBPm	Redemptions GBPm	Net Inflows GBPm	Opening FUM GBPm
2008				
M&G				

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Retail	1,860	(1,835)	25	22,320
Institutional	1,480	(947)	533	28,901
	<hr/>	<hr/>	<hr/>	<hr/>
Total M&G	3,340	(2,782)	558	51,221
	<hr/>	<hr/>	<hr/>	<hr/>
Asia				
India	387	(235)	152	2,190
Taiwan	361	(268)	93	1,579
Korea	353	(336)	17	2,789
Japan	387	(246)	141	4,848
Other Mutual Fund Operations	352	(286)	66	2,609
	<hr/>	<hr/>	<hr/>	<hr/>
Total Asian Equity/Bond/Other	1,840	(1,371)	469	14,015
	<hr/>	<hr/>	<hr/>	<hr/>
MMF				
India	8,009	(8,169)	(160)	1,394
Taiwan	983	(703)	280	676
Korea	462	(464)	(2)	455
Other Mutual Fund Operations	113	(94)	19	259
	<hr/>	<hr/>	<hr/>	<hr/>
Total Asian MMF	9,567	(9,430)	137	2,784
	<hr/>	<hr/>	<hr/>	<hr/>
Total Asia Retail Mutual Funds	11,407	(10,801)	606	16,799
	<hr/>	<hr/>	<hr/>	<hr/>
Third Party Institutional Mandates	4	(73)	(69)	1,152
	<hr/>	<hr/>	<hr/>	<hr/>
Total Asian Investment Operations	11,411	(10,874)	537	17,951
	<hr/>	<hr/>	<hr/>	<hr/>
US				
Retail	17	(9)	8	55
	<hr/>	<hr/>	<hr/>	<hr/>
Total US	17	(9)	8	55
	<hr/>	<hr/>	<hr/>	<hr/>
Total Investment Products	14,768	(13,665)	1,103	69,227

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2007	Gross Inflows GBPm	Redemptions GBPm	Net Inflows GBPm
M&G			
Retail	1,944	(1,371)	573
Institutional	1,339	(545)	794
Total M&G	3,283	(1,916)	1,367
Asia			
India	534	(258)	276
Taiwan	327	(289)	38
Korea	676	(549)	127
Japan	502	(264)	238
Other Mutual Fund Operations	217	(286)	(69)
Total Asia Equity/Bond/Other	2,256	(1,646)	610
MMF			
India	4,286	(4,241)	45
Taiwan	364	(337)	27
Korea	615	(678)	(63)
Other Mutual Fund Operations	99	(57)	42
Total Asian MMF	5,364	(5,313)	51
Total Asia Retail Mutual Funds	7,620	(6,959)	661
Third Party Institutional Mandates	5	(19)	(14)
Total Asian Investment Operations	7,625	(6,978)	647
US			

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Retail	4	-	4
Total US	<u>4</u>	<u>-</u>	<u>4</u>
Total Investment Products	<u>10,912</u>	<u>(8,894)</u>	<u>2,018</u>
2008 Movement Relative to 2007 M&G	Gross Inflows %	Redemptions %	Net Inflows %
Retail	(4%)	(34%)	(96%)
Institutional	11%	(74%)	(33%)
Total M&G	<u>2%</u>	<u>(45%)</u>	<u>(59%)</u>
Asia			
India	(28%)	9%	(45%)
Taiwan	10%	7%	145%
Korea	(48%)	39%	(87%)
Japan	(23%)	7%	(41%)
Other Mutual Fund Operations	<u>62%</u>	<u>0%</u>	<u>196%</u>
Total Asia Equity/Bond/Other	<u>(18%)</u>	<u>17%</u>	<u>(23%)</u>
MMF			
India	87%	(93%)	(456%)
Taiwan	170%	(109%)	937%
Korea	(25%)	32%	97%
Other Mutual Fund Operations	<u>14%</u>	<u>(65%)</u>	<u>(55%)</u>
Total Asian MMF	<u>78%</u>	<u>(77%)</u>	<u>169%</u>
Total Asia Retail Mutual Funds	<u>50%</u>	<u>(55%)</u>	<u>(8%)</u>
Third Party Institutional Mandates	<u>(20%)</u>	<u>(284%)</u>	<u>(393%)</u>

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Total Asian Investment Operations	50%	(56%)	(17%)
US			
Retail	325%	-	100%
Total US	325%	-	100%
Total Investment Products	35%	(54%)	(45%)

US

Curian Capital
External Funds Under Administration

2008 Q1
YTD
GBPm
1,697

Schedule 2B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008

INVESTMENT OPERATIONS

	Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Market Current Movemen
2008 M&G	GBPm	GBPm	GBPm	GBPm	GBPm	GBPm
Retail	22,320	1,860	(1,835)	25	-	(1,73)
Institutional	28,901	1,480	(947)	533	24	
Total M&G	51,221	3,340	(2,782)	558	24	(1,66)
Asia						

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India	2,225	387	(235)	152	48	(34)
Taiwan	1,476	361	(268)	93	-	(10)
Korea	2,946	353	(336)	17	(146)	(40)
Japan	4,313	387	(246)	141	-	(59)
Other Mutual Fund Operations	2,537	352	(286)	66	(8)	(25)
Total Asian Equity/Bond/Other	13,497	1,840	(1,371)	469	(106)	(1,69)
MMF						
India	1,416	8,009	(8,169)	(160)	(95)	
Taiwan	632	983	(703)	280	-	
Korea	480	462	(464)	(2)	-	(1)
Other Mutual Fund Operations	252	113	(94)	19	-	
Total Asian MMF	2,780	9,567	(9,430)	137	(95)	
Total Asia Retail Mutual Funds	16,277	11,407	(10,801)	606	(201)	(1,63)
Third Party Institutional Mandates	1,116	4	(73)	(69)	-	(8)
Total Asian Investment Operations	17,393	11,411	(10,874)	537	(201)	(1,72)
US						
Retail	55	17	(9)	8	1	(
Total US	55	17	(9)	8	1	(
Total Investment Products	68,669	14,768	(13,665)	1,103	(176)	(3,39)

	Opening FUM	Gross Inflows	Redemptions	Net Inflows	Market & Other Movements	Net Current Movements
2007	GBPm	GBPm	GBPm	GBPm	GBPm	GBPm

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M&G						
Retail	19,176	1,944	(1,371)	573	-	3
Institutional	25,770	1,339	(545)	794	(81)	(46)
Total M&G	44,946	3,283	(1,916)	1,367	(81)	(10)
Asia						
India	1,290	488	(236)	252	83	(1)
Taiwan	969	317	(280)	37	-	
Korea	2,952	697	(566)	131	(41)	(
Japan	2,816	448	(235)	213	-	(4
Other Mutual Fund Operations	1,468	206	(269)	(63)	(7)	
Total Asia Equity/Bond/Other	9,495	2,156	(1,586)	570	35	
MMF						
India	709	3,914	(3,872)	42	(102)	
Taiwan	467	353	(327)	26	-	(
Korea	609	634	(699)	(65)	(1)	(
Other Mutual Fund Operations	133	93	(53)	40	-	
Total Asian MMF	1,918	4,994	(4,951)	43	(103)	
Total Asia Retail Mutual Funds	11,413	7,150	(6,537)	613	(68)	
Third Party Institutional Mandates	840	5	(18)	(13)	-	
Total Asian Investment Operations	12,253	7,155	(6,555)	600	(68)	
US						
Retail	-	4	-	4	-	
Total US	-	4	-	4	-	
Total Investment Products	57,199	10,442	(8,471)	1,971	(149)	(5

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	Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Market Current Movemen
2008 Movement Relative to 2007 M&G	%	%	%	%	%	
Retail	16%	(4%)	(34%)	(96%)	-	(590)
Institutional	12%	11%	(74%)	(33%)	130%	11
Total M&G	14%	2%	(45%)	(59%)	130%	(1,455)
Asia						
India	72%	(21%)	0%	(40%)	(42%)	(3,360)
Taiwan	52%	14%	4%	151%	-	(535)
Korea	(0%)	(49%)	41%	(87%)	(256%)	(4,356)
Japan	53%	(14%)	(5%)	(34%)	-	(1,398)
Other Mutual Fund Operations	73%	71%	(6%)	205%	(14%)	(518)
Total Asia Equity/Bond/Other	42%	(15%)	14%	(18%)	(403%)	(7,171)
MMF						
India	100%	105%	(111%)	(481%)	7%	(61)
Taiwan	35%	178%	(115%)	977%	-	91
Korea	(21%)	(27%)	34%	97%	-	(1,800)
Other Mutual Fund Operations	89%	22%	(77%)	(53%)	-	80
Total Asian MMF	45%	92%	(90%)	219%	8%	17
Total Asia Retail Mutual Funds	43%	60%	(65%)	(1%)	(196%)	(3,742)
Third Party Institutional Mandates	33%	(20%)	(306%)	(431%)	-	(1,200)
Total Asian Investment Operations	42%	59%	(66%)	(11%)	(196%)	(3,358)

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US						
Retail	-	325%	-	100%	-	(600)
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total US	-	325%	-	100%	-	(600)
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total Investment Products	20%	41%	(61%)	(44%)	(18%)	(6,308)
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
US						2008 Y
Curian Capital						1,6
External Funds Under						
Administration						

Schedule 3 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008 VERSUS QUARTER 4 2007

INSURANCE OPERATIONS

	Single			Regular			Total		
	Q1 2008	Q 4	+/- (%)	Q1 2008	Q 4	+/- (%)	Q1 2008	Q 4	+/- (%)
	GBPm	2007		GBPm	2007		GBPm	2007	
		GBPm			GBPm			GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	322	369	(13%)	-	-	-	322	369	(13%)
Direct and Partnership Annuities	176	184	(4%)	-	-	-	176	184	(4%)
Intermediated Annuities	137	140	(2%)	-	-	-	137	140	(2%)
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total Individual Annuities	635	693	(8%)	-	-	-	635	693	(8%)
Equity Release	51	48	6%	-	-	-	51	48	6%
Individual Pensions	14	11	27%	-	-	-	14	11	27%
Corporate Pensions	46	162	(72%)	22	26	(15%)	68	188	(64%)
Unit Linked Bonds	38	43	(12%)	-	-	-	38	43	(12%)
With-Profit Bonds	147	114	29%	-	-	-	147	114	29%
Protection	-	-	-	1	2	(50%)	1	2	(50%)

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Offshore Products	179	129	39%	1	1	0%	180	130	38%
Total Retail Retirement	1,110	1,200	(8%)	24	29	(17%)	1,134	1,229	(8%)
Corporate Pensions	93	30	210%	25	29	(14%)	118	59	100%
Other Products	40	47	(15%)	5	5	0%	45	52	(13%)
DWP Rebates	103	14	636%	-	-	-	103	14	636%
Total Mature Life and Pensions	236	91	159%	30	34	(12%)	266	125	113%
Total Retail	1,346	1,291	4%	54	63	(14%)	1,400	1,354	3%
Wholesale Annuities	1	1,754	(100%)	-	-	-	1	1,754	(100%)
Credit Life	3	4	(25%)	-	-	-	3	4	(25%)
Total UK Insurance Operations	1,350	3,049	(56%)	54	63	(14%)	1,404	3,112	(55%)
Channel Summary									
Direct and Partnership	534	648	(18%)	49	58	(16%)	583	706	(17%)
Intermediated	708	627	13%	5	5	0%	713	632	13%
Wholesale	5	1,760	(100%)	-	-	-	5	1,760	(100%)
Sub-Total	1,247	3,035	(59%)	54	63	(14%)	1,301	3,098	(58%)
DWP Rebates	103	14	636%	-	-	-	103	14	636%
Total UK Insurance Operations	1,350	3,049	(56%)	54	63	(14%)	1,404	3,112	(55%)
US Insurance Operations									
Fixed Annuities	193	152	27%	-	-	-	193	152	27%
Fixed Index Annuities	98	104	(6%)	-	-	-	98	104	(6%)
Variable Annuities	900	1,137	(21%)	-	-	-	900	1,137	(21%)
Life	2	2	0%	5	6	(17%)	7	8	(13%)
Sub-Total Retail	1,193	1,395	(14%)	5	6	(17%)	1,198	1,401	(14%)
Guaranteed Investment Contracts	405	148	174%	-	-	-	405	148	174%

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GIC - Medium Term Note	-	(4)	-	-	-	-	-	(4)	-
Total US Insurance Operations	1,598	1,539	4%	5	6	(17%)	1,603	1,545	4%
Asian Insurance Operations									
China	19	17	12%	7	7	0%	26	24	8%
Hong Kong	152	178	(15%)	39	35	11%	191	213	(10%)
India	7	6	17%	88	53	66%	95	59	61%
Indonesia	44	53	(17%)	36	38	(5%)	80	91	(12%)
Japan	38	40	(5%)	18	6	200%	56	46	22%
Korea	26	60	(57%)	56	61	(8%)	82	121	(32%)
Malaysia	7	21	(67%)	14	29	(52%)	21	50	(58%)
Singapore	205	168	22%	17	21	(19%)	222	189	17%
Taiwan	21	33	(36%)	33	36	(8%)	54	69	(22%)
Other	4	15	(73%)	15	22	(32%)	19	37	(49%)
Total Asian Insurance Operations	523	591	(12%)	323	308	5%	846	899	(6%)
Group Total	3,471	5,179	(33%)	382	377	1%	3,853	5,556	(31%)

INVESTMENT OPERATIONS

		Opening FUM	Gross Inflows	Redemptions	Net Inflows	Other Movements	Marked Current Movements
		GBPm	GBPm	GBPm	GBPm	GBPm	
M&G	Q1 2008	51,221	3,340	(2,782)	558	24	(1,400)
	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	(2,400)
	+/- (%)	3%	(15%)	(8%)	(59%)	120%	(2,400)
Asia Retail Mutual Funds	Q1 2008	16,277	11,407	(10,801)	606	(201)	(1,400)

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	Q4 2007	15,120	10,842	(10,346)	496	(125)		
	+/- (%)	8%	5%	(4%)	22%	(61%)	(3)	
Asia Third Party	Q1 2008	1,116	4	(73)	(69)	-		
	Q4 2007	980	167	(76)	91	-		
	+/- (%)	14%	(98%)	4%	(176%)	-	(2)	
US Retail Mutual Funds	Q1 2008	55	17	(9)	8	1		
	Q4 2007	32	27	(2)	25	-		
	+/- (%)	72%	(37%)	(350%)	(68%)	-	(1)	
Total Investment Products	Q1 2008	68,669	14,768	(13,665)	1,103	(176)	(3,	
	Q4 2007	66,039	14,969	(12,992)	1,977	(248)		
	+/- (%)	4%	(1%)	(5%)	(44%)	29%	(4)	

Schedule 4 - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK			US			Asia		
	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)
	YTD GBPm	YTD GBPm		YTD GBPm	YTD GBPm		YTD GBPm	YTD GBPm	
Total Insurance Products	1,404	1,335	5%	1,603	1,744	(8%)	846	607	39%
Total Investment Products - Gross Inflows	3,340	3,283	2%	17	4	325%	11,411	7,625	50%
	<u>4,744</u>	<u>4,618</u>	<u>3%</u>	<u>1,620</u>	<u>1,748</u>	<u>(7%)</u>	<u>12,257</u>	<u>8,232</u>	<u>49%</u>

INSURANCE OPERATIONS

	Single			Regular			Total		
	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)
	YTD GBPm	YTD GBPm		YTD GBPm	YTD GBPm		YTD GBPm	YTD GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	322	325	(1%)	-	-	-	322	325	(1%)
Direct and Partnership	176	205	(14%)	-	-	-	176	205	(14%)

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Annuities

Intermediated Annuities	137	132	4%	-	-	-	137	132	4%
Total Individual Annuities	635	662	(4%)	-	-	-	635	662	(4%)
Equity Release	51	34	50%	-	-	-	51	34	50%
Individual Pensions	14	9	56%	-	-	-	14	9	56%
Corporate Pensions	46	85	(46%)	22	18	22%	68	103	(34%)
Unit Linked Bonds	38	71	(46%)	-	-	-	38	71	(46%)
With-Profit Bonds	147	56	163%	-	-	-	147	56	163%
Protection	-	-	-	1	1	0%	1	1	0%
Offshore Products	179	127	41%	1	1	0%	180	128	41%
Total Retail Retirement	1,110	1,044	6%	24	20	20%	1,134	1,064	7%
Corporate Pensions	93	46	102%	25	28	(11%)	118	74	59%
Other Products	40	49	(18%)	5	6	(17%)	45	55	(18%)
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)
Total Mature Life and Pensions	236	224	5%	30	34	(12%)	266	258	3%
Total Retail	1,346	1,268	6%	54	54	0%	1,400	1,322	6%
Wholesale Annuities	1	3	(67%)	-	-	-	1	3	(67%)
Credit Life	3	10	(70%)	-	-	-	3	10	(70%)
Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
Channel Summary									
Direct and Partnership	534	590	(9%)	49	47	4%	583	637	(8%)
Intermediated	708	549	29%	5	7	(29%)	713	556	28%
Wholesale	5	13	(62%)	-	-	-	5	13	(62%)
Sub-Total	1,247	1,152	8%	54	54	0%	1,301	1,206	8%
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)

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Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
US Insurance Operations									
Fixed Annuities	193	133	45%	-	-	-	193	133	45%
Fixed Index Annuities	98	107	(8%)	-	-	-	98	107	(8%)
Variable Annuities	900	1,037	(13%)	-	-	-	900	1,037	(13%)
Life	2	2	0%	5	4	25%	7	6	17%
Sub-Total Retail	1,193	1,279	(7%)	5	4	25%	1,198	1,283	(7%)
Guaranteed Investment Contracts	405	130	212%	-	-	-	405	130	212%
GIC - Medium Term Note	-	331	-	-	-	-	-	331	-
Total US Insurance Operations	1,598	1,740	(8%)	5	4	25%	1,603	1,744	(8%)
Asian Insurance Operations									
China	19	7	171%	7	11	(36%)	26	18	44%
Hong Kong	152	101	50%	39	26	50%	191	127	50%
India	7	13	(46%)	88	62	42%	95	75	27%
Indonesia	44	16	175%	36	19	89%	80	35	129%
Japan	38	34	12%	18	8	125%	56	42	33%
Korea	26	26	0%	56	50	12%	82	76	8%
Malaysia	7	2	250%	14	16	(13%)	21	18	17%
Singapore	205	110	86%	17	16	6%	222	126	76%
Taiwan	21	37	(43%)	33	34	(3%)	54	71	(24%)
Other	4	9	(56%)	15	10	50%	19	19	0%
Total Asian Insurance Operations	523	355	47%	323	252	28%	846	607	39%
Group Total	3,471	3,376	3%	382	310	23%	3,853	3,686	5%

Schedule 5 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

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	UK			US			Asia		
	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)
	YTD	YTD		YTD	YTD		YTD	YTD	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
Total Insurance Products	1,404	1,335	5%	1,603	1,766	(9%)	846	584	45%
Total Investment Products - Gross Inflows	3,340	3,283	2%	17	4	325%	11,411	7,155	59%
	<u>4,744</u>	<u>4,618</u>	<u>3%</u>	<u>1,620</u>	<u>1,770</u>	<u>(8%)</u>	<u>12,257</u>	<u>7,739</u>	<u>58%</u>

INSURANCE OPERATIONS

	Single			Regular			Total		
	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)	2008 Q1	2007 Q1	+/- (%)
	YTD	YTD		YTD	YTD		YTD	YTD	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	322	325	(1%)	-	-	-	322	325	(1%)
Direct and Partnership Annuities	176	205	(14%)	-	-	-	176	205	(14%)
Intermediated Annuities	137	132	4%	-	-	-	137	132	4%
Total Individual Annuities	<u>635</u>	<u>662</u>	<u>(4%)</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>635</u>	<u>662</u>	<u>(4%)</u>
Equity Release	51	34	50%	-	-	-	51	34	50%
Individual Pensions	14	9	56%	-	-	-	14	9	56%
Corporate Pensions	46	85	(46%)	22	18	22%	68	103	(34%)
Unit Linked Bonds	38	71	(46%)	-	-	-	38	71	(46%)
With-Profit Bonds	147	56	163%	-	-	-	147	56	163%
Protection	-	-	-	1	1	0%	1	1	0%
Offshore Products	179	127	41%	1	1	0%	180	128	41%
Total Retail Retirement	<u>1,110</u>	<u>1,044</u>	<u>6%</u>	<u>24</u>	<u>20</u>	<u>20%</u>	<u>1,134</u>	<u>1,064</u>	<u>7%</u>
Corporate Pensions	93	46	102%	25	28	(11%)	118	74	59%
Other Products	40	49	(18%)	5	6	(17%)	45	55	(18%)
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)
Total Mature Life and Pensions	<u>236</u>	<u>224</u>	<u>5%</u>	<u>30</u>	<u>34</u>	<u>(12%)</u>	<u>266</u>	<u>258</u>	<u>3%</u>

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Total Retail	1,346	1,268	6%	54	54	0%	1,400	1,322	6%
Wholesale Annuities	1	3	(67%)	-	-	-	1	3	(67%)
Credit Life	3	10	(70%)	-	-	-	3	10	(70%)
Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
Channel Summary									
Direct and Partnership	534	590	(9%)	49	47	4%	583	637	(8%)
Intermediated	708	549	29%	5	7	(29%)	713	556	28%
Wholesale	5	13	(62%)	-	-	-	5	13	(62%)
Sub-Total	1,247	1,152	8%	54	54	0%	1,301	1,206	8%
DWP Rebates	103	129	(20%)	-	-	-	103	129	(20%)
Total UK Insurance Operations	1,350	1,281	5%	54	54	0%	1,404	1,335	5%
US Insurance Operations									
Fixed Annuities	193	134	44%	-	-	-	193	134	44%
Fixed Index Annuities	98	109	(10%)	-	-	-	98	109	(10%)
Variable Annuities	900	1,050	(14%)	-	-	-	900	1,050	(14%)
Life	2	2	0%	5	4	25%	7	6	17%
Sub-Total Retail	1,193	1,295	(8%)	5	4	25%	1,198	1,299	(8%)
Guaranteed Investment Contracts	405	132	207%	-	-	-	405	132	207%
GIC - Medium Term Note	-	335	-	-	-	-	-	335	-
Total US Insurance Operations	1,598	1,762	(9%)	5	4	25%	1,603	1,766	(9%)
Asian Insurance Operations									
China	19	6	217%	7	11	(36%)	26	17	53%
Hong Kong	152	102	49%	39	26	50%	191	128	49%
India	7	12	(42%)	88	56	57%	95	68	40%
Indonesia	44	16	175%	36	20	80%	80	36	122%
Japan	38	30	27%	18	7	157%	56	37	51%
Korea	26	27	(4%)	56	52	8%	82	79	4%
Malaysia	7	2	250%	14	14	0%	21	16	31%

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Singapore	205	103	99%	17	15	13%	222	118	88%
Taiwan	21	36	(42%)	33	33	0%	54	69	(22%)
Other	4	7	(43%)	15	9	67%	19	16	19%
Total Asian Insurance Operations	523	341	53%	323	243	33%	846	584	45%
Group Total	3,471	3,384	3%	382	301	27%	3,853	3,685	5%

Schedule 6 - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2008 VERSUS QUARTER 4 2007

INSURANCE OPERATIONS

	Single			Regular			Total		
	Q1 2008	Q 4 2007	+/- (%)	Q1 2008	Q 4 2007	+/- (%)	Q1 2008	Q 4 2007	+/- (%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations									
Product Summary									
Internal Vesting annuities	322	369	(13%)	-	-	-	322	369	(13%)
Direct and Partnership Annuities	176	184	(4%)	-	-	-	176	184	(4%)
Intermediated Annuities	137	140	(2%)	-	-	-	137	140	(2%)
Total Individual Annuities	635	693	(8%)	-	-	-	635	693	(8%)
Equity Release	51	48	6%	-	-	-	51	48	6%
Individual Pensions	14	11	27%	-	-	-	14	11	27%
Corporate Pensions	46	162	(72%)	22	26	(15%)	68	188	(64%)
Unit Linked Bonds	38	43	(12%)	-	-	-	38	43	(12%)
With-Profit Bonds	147	114	29%	-	-	-	147	114	29%
Protection	-	-	-	1	2	(50%)	1	2	(50%)
Offshore Products	179	129	39%	1	1	0%	180	130	38%
Total Retail Retirement	1,110	1,200	(8%)	24	29	(17%)	1,134	1,229	(8%)
Corporate Pensions	93	30	210%	25	29	(14%)	118	59	100%
Other Products	40	47	(15%)	5	5	0%	45	52	(13%)
DWP Rebates	103	14	636%	-	-	-	103	14	636%

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Total Mature Life and Pensions	236	91	159%	30	34	(12%)	266	125	113%
Total Retail	1,346	1,291	4%	54	63	(14%)	1,400	1,354	3%
Wholesale Annuities	1	1,754	(100%)	-	-	-	1	1,754	(100%)
Credit Life	3	4	(25%)	-	-	-	3	4	(25%)
Total UK Insurance Operations	1,350	3,049	(56%)	54	63	(14%)	1,404	3,112	(55%)
Channel Summary									
Direct and Partnership	534	648	(18%)	49	58	(16%)	583	706	(17%)
Intermediated	708	627	13%	5	5	0%	713	632	13%
Wholesale	5	1,760	(100%)	-	-	-	5	1,760	(100%)
Sub-Total	1,247	3,035	(59%)	54	63	(14%)	1,301	3,098	(58%)
DWP Rebates	103	14	636%	-	-	-	103	14	636%
Total UK Insurance Operations	1,350	3,049	(56%)	54	63	(14%)	1,404	3,112	(55%)
US Insurance Operations									
Fixed Annuities	193	152	27%	-	-	-	193	152	27%
Fixed Index Annuities	98	104	(6%)	-	-	-	98	104	(6%)
Variable Annuities	900	1,137	(21%)	-	-	-	900	1,137	(21%)
Life	2	2	0%	5	6	(17%)	7	8	(13%)
Sub-Total Retail	1,193	1,395	(14%)	5	6	(17%)	1,198	1,401	(14%)
Guaranteed Investment Contracts	405	148	174%	-	-	-	405	148	174%
GIC - Medium Term Note	-	(4)	-	-	-	-	-	(4)	-
Total US Insurance Operations	1,598	1,539	4%	5	6	(17%)	1,603	1,545	4%
Asian Insurance Operations									
China	19	17	12%	7	7	0%	26	24	8%
Hong Kong	152	178	(15%)	39	35	11%	191	213	(10%)
India	7	6	17%	88	53	66%	95	59	61%
Indonesia	44	53	(17%)	36	38	(5%)	80	91	(12%)
Japan	38	40	(5%)	18	6	200%	56	46	22%

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Korea	26	60	(57%)	56	61	(8%)	82	121	(32%)
Malaysia	7	21	(67%)	14	29	(52%)	21	50	(58%)
Singapore	205	168	22%	17	21	(19%)	222	189	17%
Taiwan	21	33	(36%)	33	36	(8%)	54	69	(22%)
Other	4	15	(73%)	15	22	(32%)	19	37	(49%)
Total Asian Insurance Operations	523	591	(12%)	323	308	5%	846	899	(6%)
Group Total	3,471	5,179	(33%)	382	377	1%	3,853	5,556	(31%)

INVESTMENT OPERATIONS

		Opening FUM GBPm	Gross Inflows GBPm	Redemptions GBPm	Net Inflows GBPm	Other Movements GBPm	Market Currency Movements GBPm
M&G	Q1 2008	51,221	3,340	(2,782)	558	24	(1,600)
	Q4 2007	49,907	3,933	(2,568)	1,365	(123)	(1,600)
	+/- (%)	3%	(15%)	(8%)	(59%)	120%	(2,410)
Asia Retail Mutual Funds	Q1 2008	16,277	11,407	(10,801)	606	(201)	(1,600)
	Q4 2007	15,120	10,842	(10,346)	496	(125)	(1,600)
	+/- (%)	8%	5%	(4%)	22%	(61%)	(300)
Asia Third Party	Q1 2008	1,116	4	(73)	(69)	-	(1,600)
	Q4 2007	980	167	(76)	91	-	(1,600)
	+/- (%)	14%	(98%)	4%	(176%)	-	(290)
US Retail Mutual Funds	Q1 2008	55	17	(9)	8	1	(1,600)
	Q4 2007	32	27	(2)	25	-	(1,600)
	+/- (%)	72%	(37%)	(350%)	(68%)	-	(150)
Total Investment Products	Q1 2008	68,669	14,768	(13,665)	1,103	(176)	(3,300)
	Q4 2007	66,039	14,969	(12,992)	1,977	(248)	(3,300)
	+/- (%)	4%	(1%)	(5%)	(44%)	29%	(470)

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Schedule 7

Jackson's securities classified as available-for-sale under IAS 39*

Jackson's portfolio of debt securities is managed proactively: 21 credit analysts closely and regularly monitor and report on the credit quality of its holdings. 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. At 31 March for all securities for which there was a temporary impairment recorded, management has the ability and intent to hold for the longer-term.

In the first quarter of 2008, Jackson recorded GBP24 million of other-than-temporary impairment losses of which GBP11 million related to Alt-A holdings. This is more than the normalised risk margin charge (RMR) to operating profits based on longer-term investment returns of GBP12 million.

For Jackson's securities classified as available-for-sale under IAS 39, at 31 March there was a net unrealised loss position of GBP459 million. This amount comprised GBP335 million of gross unrealised gains and GBP794 million of gross unrealised losses on individual securities. Included within the gross unrealised losses is GBP257 million for securities which are valued at less than 80 per cent of book value. For securities valued at less than 80 per cent of book value, 89 per cent are investment grade. 97 per cent of the securities valued at less than 80 per cent of book value have been at this level for less than 6 months.

Notes

1) Movements in the values at quarter 1 2008:

	31 March 2008	Change reflected directly i
	GBPm	shareholders' equit
		GBP
<hr/>		
Assets fair valued at below book value		
Book value	11,345	
Unrealised loss	(794)	(355)
<hr/>		
Fair value (as included in balance sheet)	10,551	
<hr/>		
Assets fair valued at or above book value		
Book value	7,882	
Unrealised gain	335	3
<hr/>		
Fair value (as included in the balance sheet)	8,217	
<hr/>		
Total		
Book value	19,227	
Net unrealised (loss) gain	(459)	(323)
<hr/>		
Fair value (as included in balance sheet)	18,768	
<hr/>		

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2) Debt securities in an unrealised loss position

The following table shows the fair value of the securities in a gross unrealised loss position for various percentages of book value:

	Fair value 31 March 2008 GBPm	Unrealised loss 31 March 2008 GBPm	Fair value 31 December 2007 GBPm
Between 90% and 100%	8,232	(278)	9,370
Between 80% and 90%	1,601	(259)	784
Below 80%	718	(257)	137
	10,551	(794)	10,291

3) Subprime and Alt-A exposures

As at 31 March, Jackson held GBP219 million in subprime exposure and GBP0.6 billion in Alt-A exposure. This subprime exposure, which is primarily fixed rate with first lien collateral, is all investment grade and 96 per cent AAA rated. The Alt-A exposure is 79 per cent AAA rated. With an average FICO score of 610-620 Jackson's subprime collateral could be categorised as "near prime" with a score close to a prime score of 660.

* The majority of Jackson's debt securities are classified as available-for-sale under IAS 39. Under this classification, unless other than temporarily impaired or sold, changes in value on these securities are recorded as a movement directly in shareholders' equity rather than in the income statement.

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 17 April 2008

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ John Bunn
Director of Public Relations