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PRUDENTIAL PLC
Form 6-K
April 21, 2004

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, 2004

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 X 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 X

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

Enclosure: 1st Quarter Results

Embargo: 07.00 hrs Wednesday 21 April 2004

PRUDENTIAL PLC FIRST QUARTER 2004 NEW BUSINESS RESULTS

- Total Group insurance and investment sales of GBP8.6 billion, up 22 per cent on the first quarter of 2003.
- Group APE (annual premium equivalent) insurance sales of GBP433 million, up 13 per cent.
- UK and Europe APE insurance sales of GBP186 million, up 9 per cent.
- Prudential wins membership of Sesame multi-tie panel.
- Jackson National Life's (JNL) total sales of GBP1.2 billion, up 33 per cent.
- APE sales at Prudential Corporation Asia (PCA) of GBP125 million up 4 per cent.

* All comparisons above and the narrative below are quoted at constant exchange rates. See Notes to Editors for further details.

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Prudential's Group Chief Executive, Jonathan Bloomer, commented:

"This is a very positive set of results, reflecting the healthy position in which the Group ended 2003.

"The UK sales are particularly pleasing given the low level of consumer confidence in medium and long-term savings.

"The US results are excellent following two years of record retail sales at JNL and the successful management of JNL's capital last year.

"In Asia, PCA continues to show good growth - some of our newer markets such as Korea and India performed particularly well, while in Taiwan and Japan our focus has been on improving the overall profitability of the products we sell. We were delighted to secure a third life licence in China in the first quarter of this year.

"The success of Prudential's international diversification was recognised today when we received the Queen's Award for Enterprise in the International Trade category, reflecting the outstanding growth in our overseas operations in recent years."

UK and Europe Insurance Operations

Prudential UK and Europe had a good start to the year delivering the highest APE sales for five quarters. Total sales in the first quarter of GBP1,482 million were 12 per cent higher than the same period in 2003. APE sales were GBP186 million, up 9 per cent.

APE sales of corporate pensions through the business-to-business channel were up 21 per cent on the comparable period in 2003 to GBP35 million. This performance reflects continued success in winning new scheme mandates (up 167 per cent) and in adding new members to existing schemes (up 23 per cent). An encouraging number of employers have signed partnership agreements with Prudential UK to improve financial education for employees in the workplace and we believe this will deliver significant sales growth in the future.

The continued interest in Prudential's bulk annuities resulted in excellent sales in the first quarter of this year. Single premium sales of GBP139 million were almost double that achieved over the same period in 2003. Individual annuity APE sales of GBP45 million were 12 per cent lower than the comparable period in 2003. This reflects the decision not to chase unprofitable business, due to the significant increase in price competition over the last six months, but sales were in line with those achieved in the fourth quarter of 2003.

APE sales of unit-linked and international with-profit bonds of GBP14 million were twice the level recorded in the comparable quarter in 2003. This reflects sustained growth in the sales of these products by intermediaries which were up on the fourth quarter of 2003 by 13 and 53 per cent respectively. General market conditions for with-profit bonds remain challenging - IFA sales of with-profit products contracted by 80 per cent in 2003. APE sales in the first quarter were 57 per cent lower than in the same period last year.

Partnership APE sales, principally protection contracts through high street bank branches of GBP19 million, were more than double the comparable period in 2003.

Prudential has been appointed to continue work with Sesame on the detailed design and delivery of its multi-tie proposition and has secured a place on its multi-tie panel. Prudential is the first appointed provider and subsequent appointments will be announced later in the year as a consequence of the work being undertaken with Sesame. Sesame has over 6,500 IFAs representing approximately 25 per cent of the UK IFA marketplace. As a result of its

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appointment, Prudential is very well positioned to increase its market share.

While this will continue to be a challenging year for the life insurance industry in the UK, Prudential is cautiously optimistic about its own prospects due to its competitive advantage as a result of its scale, brand recognition, financial strength and low cost base.

M&G

Gross fund inflows into M&G and Prudential branded retail products during the first quarter of 2004 were GBP357 million, a 22 per cent increase on the same period last year. Gross ISA fund inflows increased during the quarter, up 4 per cent to GBP50 million. While gross sales remain strong, net sales reduced because of a shift in the retail market away from fixed income, resulting in a net fund outflow of GBP7 million over the quarter.

In its institutional business, M&G's first quarter net fund flows were significantly affected by a single large redemption by a segregated fixed income client. Institutional fund flows are by their nature volatile and this redemption reflects a change in strategy by the client. As a result, gross fund inflows were GBP365 million during the quarter, with net fund outflows of GBP879 million. M&G's private finance business continued to develop strongly with the successful launch of its second leveraged loan Collateralised Debt Obligation, for which inflows of EUR375 million will be reported in the second quarter's new business figures.

Jackson National Life

JNL recorded total sales in the first quarter of 2004 of GBP1.2 billion, 33 per cent higher than the same period of 2003, driven by strong sales of variable annuities and institutional products. Total retail sales of GBP879 million were down 2 per cent on the same period of 2003, but 23 per cent ahead of the fourth quarter of 2003.

Variable annuity sales of GBP473 million were up 23 per cent on the first quarter of 2003, reflecting the recovery in equity markets in the second half of 2003 and JNL's strength in product design and distribution. As indicated at the full-year, the rate of election of the fixed account option within variable annuities reduced in 2003 and for the first quarter of 2004, 25 per cent of variable annuity sales went into fixed accounts compared with 48 per cent during the full-year 2003.

Fixed annuity sales of GBP332 million were 29 per cent down on the first quarter of 2003, reflecting the continued low interest rate environment in the US limiting demand for this product.

Sales of equity-linked indexed (ELI) annuities of GBP71 million were 83 per cent higher than the same period of 2003. Regular premium life sales of GBP3 million were in line with those recorded in the first quarter of 2003.

Institutional sales for the first quarter of 2004 were GBP311 million. There were no institutional product sales recorded in the first quarter of 2003, reflecting JNL's focus on retail markets, and the active management of its capital position during last year. Institutional sales are made opportunistically, based on capital availability and return expectation. The tight spread environment currently constrains the opportunities for sales of institutional products. However, JNL took advantage of several attractive issuance opportunities in the first quarter. Should those opportunities continue to present themselves, JNL will participate in the market.

At 31 March 2004, funds under management for Curian Capital LLC, JNL's registered investment advisor channel, had grown to GBP244 million (US\$448

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million), up from GBP148 million (US\$266 million) at the 2003 year-end.

JNL has made a strong start to the year. It has actively and successfully managed its capital position and is well placed as markets in the US continue to recover.

Prudential Corporation Asia

PCA's insurance new business APE sales for the first quarter of 2004 of GBP125 million were up 4 per cent on the same quarter in 2003. Excluding Japan, where the business strategy has been refocused, sales were up 13 per cent.

The improving economic environment and recent growth in Asian stock markets has also helped increase sales of more profitable unit-linked products. In Taiwan while absolute volumes of new business were 28 per cent lower than last year, unit-linked product volumes have more than doubled. Traditional products have also been re-priced in Taiwan and consequently the average new business margin has increased significantly.

Both Hong Kong and Singapore grew strongly, with Hong Kong experiencing an exceptionally strong first quarter APE growth of 41 per cent over last year with increases in both regular and single premium sales. In Singapore sales of single premium unit-linked products benefited from improved stock market sentiment combined with a continued low interest environment. In Malaysia sales were 27 per cent lower than last year but we anticipate a strong second quarter based on monthly sales trends.

PCA Life Korea continues to demonstrate impressive growth with APE sales in the first quarter of 2004 of GBP15 million, up 270 per cent compared with the same period last year driven by the implementation of its successful multi-channel distribution model where financial advisers, general agents, direct marketing and bancassurance all contribute approximately equally to new business.

In the remaining six markets sales were collectively up 45 per cent with India growing by 164 per cent, China by 57 per cent and Indonesia by 98 per cent offset by a 26 per cent decline in PCA's "Other" markets.

PCA's fund management business also benefited from the improved environment with total investment product funds under management in Asia as at 31 March 2004 of GBP6.7 billion up 7 per cent on 31 December 2003 with net inflows of GBP0.3 billion for the quarter, improved from net redemptions of GBP 0.1 billion for the same period last year.

In the first quarter 2004, growth in new business achieved profits outpaced sales growth as PCA focused on higher margin products, particularly in Japan and Taiwan rather than pure sales volume. With positive political, economic and investment market factors for the region and PCA's proven strategy of focusing on sustained profitable growth, we anticipate strong sales growth for the remainder of 2004.

Egg

Egg has separately announced its first quarter 2004 results today. On 26 January, Prudential announced that it had begun a process that would give a number of potential purchasers an opportunity to make a proposal which may or may not lead to a transaction relating to its approximately 79 per cent shareholding in Egg. This process is continuing.

- ENDS -

Enquiries to:
Media

Investors/Analysts

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| | | | |
|------------------|---------------|-------------------|---------------|
| Geraldine Davies | 020 7548 3911 | Rebecca Burrows | 020 7548 3537 |
| Steve Colton | 020 7548 3721 | Marina Lee-Steere | 020 7548 3511 |
| Clare Staley | 020 7548 3719 | | |

Notes to Editors:

1. There will be a conference call today for wire services at 8:00am hosted by Jonathan Bloomer, Group Chief Executive and Philip Broadley, Group Finance Director. Dial in telephone number: +44 (0) 20 8288 4700. Callers to quote "Prudential" for access to the call.
2. There will be a conference call for investors and analysts at 2:30pm hosted by Jonathan Bloomer, Group Chief Executive. Dial in telephone number: UK callers: +44 (0) 20 7162 0183, US callers: +1 334 420 4950. Callers to quote "Prudential" for access to the call.

A recording of this call will be available for replay for one week by dialling:

UK: +44 (0) 20 8288 4459, US: +1 334 323 6222, Passcode 700762.

3. High resolution photographs are available to the media free of charge at www.newscast.co.uk (+44 (0) 20 7608 1000).
4. Sales for overseas operations have been reported using average exchange rates as shown in the attached schedules. Commentary is given on the results at constant exchange rates. The two bases are compared in the table below.

Annual premium equivalent sales

| | Actual exchange rates | | | Constant exchange rates | |
|-------------|-----------------------|--------|---------|-------------------------|--------|
| | 2004 | 2003 | +/- (%) | 2004 | 2003 |
| | GBP 'm | GBP 'm | | GBP 'm | GBP 'm |
| UK & Europe | 186 | 171 | 9% | 186 | 171 |
| US | 122 | 105 | 16% | 122 | 92 |
| Asia | 125 | 133 | (6%) | 125 | 120 |
| Total | 433 | 409 | 6% | 433 | 383 |

Gross inflows

| | Actual exchange rates | | | Constant exchange rates | |
|-------|-----------------------|--------|---------|-------------------------|--------|
| | 2004 | 2003 | +/- (%) | 2004 | 2003 |
| | GBP 'm | GBP 'm | | GBP 'm | GBP 'm |
| M&G | 722 | 1,184 | (39%) | 722 | 1,184 |
| Asia | 4,909 | 3,790 | 30% | 4,909 | 3,452 |
| Total | 5,631 | 4,974 | 13% | 5,631 | 4,636 |

Total insurance and investment flows

| | Actual exchange rates | | | Constant exchange rates | |
|------------|-----------------------|--------|---------|-------------------------|--------|
| | 2004 | 2003 | +/- (%) | 2004 | 2003 |
| | GBP 'm | GBP 'm | | GBP 'm | GBP 'm |
| Insurance | 2,936 | 2,546 | 15% | 2,936 | 2,396 |
| Investment | 5,631 | 4,974 | 13% | 5,631 | 4,636 |
| Total | 8,567 | 7,520 | 14% | 8,567 | 7,032 |

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5. Annual premium equivalent (APE) sales comprise regular premium sales plus one-tenth of single premium insurance sales.
6. Investment mandates previously reported as UK corporate pensions in 2003 are reported as M&G institutional funds under management. The impact of this is to reduce UK corporate pensions APE sales by GBP15 million for the first quarter of 2003 and by GBP32 million for the full-year 2003.
7. US institutional products (previously referred to as "stable value products") consist of guaranteed investment contracts (GICs), funding agreements and medium-term notes backed by funding agreements.
8. Prudential's Queen's Award for Enterprise win has been announced in a separate press release today. This can be found on Prudential's website at www.prudential.co.uk
9. 2004 Financial Calendar:

| | |
|---|---------------------|
| Annual General Meeting | Thursday 6 May |
| Payment of 2003 final dividend | Wednesday 26 May |
| 2004 Interim Results/ Second quarter New Business Figures | Tuesday 27 July |
| Ex-dividend date | Wednesday 18 August |
| Record date | Friday 20 August |
| Third quarter New Business Figures | Tuesday 19 October |
| Payment of interim dividend | Thursday 29 October |

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.

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| | UK & Europe | | | US (1) | | | Asia (1) | | |
|---|------------------------|------------------------|------------|------------------------|------------------------|------------|------------------------|------------------------|------------|
| | 2004 Q1 YTD GBPm | 2003 Q1 YTD GBPm | +/- (%) | 2004 Q1 YTD GBPm | 2003 Q1 YTD GBPm | +/- (%) | 2004 Q1 YTD GBPm | 2003 Q1 YTD GBPm | +/- (%) |
| Total Insurance Products | 1,482 | 1,322 | 12% | 1,190 | 1,021 | 17% | 264 | 203 | 30% |
| Total Investment Products - Gross Inflows (2) | 722 | 1,184 | (39%) | - | - | - | 4,909 | 3,790 | 30% |
| Group Total | 2,204 | 2,506 | (12%) | 1,190 | 1,021 | 17% | 5,173 | 3,993 | 30% |

INSURANCE OPERATIONS

| | Single | | | Regular | | | Total | | |
|-------------------------------|------------------------|------------------------|------------|------------------------|------------------------|------------|------------------------|------------------------|------------|
| | 2004 Q1 YTD GBPm | 2003 Q1 YTD GBPm | +/- (%) | 2004 Q1 YTD GBPm | 2003 Q1 YTD GBPm | +/- (%) | 2004 Q1 YTD GBPm | 2003 Q1 YTD GBPm | +/- (%) |
| UK Insurance Operations : (4) | | | | | | | | | |
| Direct to Customer: | | | | | | | | | |
| Individual Pensions | 3 | 3 | 0% | 2 | 2 | 0% | 5 | 5 | 0% |
| Life - With Profit Bond | 3 | 4 | (25%) | - | - | - | 3 | 4 | (25%) |
| Life - Other | - | - | - | - | 1 | - | - | 1 | - |
| Individual Annuities | 151 | 209 | (28%) | - | - | - | 151 | 209 | (28%) |
| Sub-Total | 157 | 216 | (27%) | 2 | 3 | (33%) | 159 | 219 | (27%) |
| DWP Rebates | 252 | 280 | (10%) | - | - | - | 252 | 280 | (10%) |
| Total | 409 | 496 | (18%) | 2 | 3 | (33%) | 411 | 499 | (18%) |
| Business to Business: | | | | | | | | | |
| Corporate Pensions | 40 | 50 | (20%) | 31 | 24 | 29% | 71 | 74 | (4%) |
| Individual Annuities | 48 | 62 | (23%) | - | - | - | 48 | 62 | (23%) |
| Bulk Annuities | 139 | 71 | 96% | - | - | - | 139 | 71 | 96% |
| Total | 227 | 183 | 24% | 31 | 24 | 29% | 258 | 207 | 25% |
| Intermediated | | | | | | | | | |
| Distribution : | | | | | | | | | |
| Individual Pensions | 16 | 17 | (6%) | 5 | 6 | (17%) | 21 | 23 | (9%) |
| Corporate Pensions | 65 | 12 | 442% | 2 | 2 | 0% | 67 | 14 | 379% |
| Life - With Profit Bond | 54 | 108 | (50%) | - | - | - | 54 | 108 | (50%) |
| Life - Other Bond | 142 | 74 | 92% | - | - | - | 142 | 74 | 92% |
| Life - Other | - | 1 | - | 1 | 8 | (88%) | 1 | 9 | (89%) |
| Individual Annuities | 228 | 239 | (5%) | - | - | - | 228 | 239 | (5%) |
| Sub-Total | 505 | 451 | 12% | 8 | 16 | (50%) | 513 | 467 | 10% |
| DWP Rebates | 92 | 60 | 53% | - | - | - | 92 | 60 | 53% |
| Total | 597 | 511 | 17% | 8 | 16 | (50%) | 605 | 527 | 15% |
| Partnerships : | | | | | | | | | |
| Life - With Profit Bond | 1 | 26 | (96%) | - | - | - | 1 | 26 | (96%) |
| Life - Other | 164 | 51 | 222% | - | - | - | 164 | 51 | 222% |
| Individual Annuities | 23 | - | - | - | - | - | 23 | - | - |
| Total | 188 | 77 | 144% | - | - | - | 188 | 77 | 144% |

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| | | | | | | | | | |
|--|-------|-------|-------|-----|-----|-------|-------|-------|-------|
| Total : | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Individual Pensions | 19 | 20 | (5%) | 7 | 8 | (13%) | 26 | 28 | (7%) |
| Corporate Pensions | 105 | 62 | 69% | 33 | 26 | 27% | 138 | 88 | 57% |
| Life - With Profit Bond | 58 | 138 | (58%) | - | - | - | 58 | 138 | (58%) |
| Life - Other Bond | 142 | 74 | 92% | - | - | - | 142 | 74 | 92% |
| Life - Other | 164 | 52 | 215% | 1 | 9 | (89%) | 165 | 61 | 170% |
| Individual Annuities | 450 | 510 | (12%) | - | - | - | 450 | 510 | (12%) |
| Bulk Annuities | 139 | 71 | 96% | - | - | - | 139 | 71 | 96% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sub-Total | 1,077 | 927 | 16% | 41 | 43 | (5%) | 1,118 | 970 | 15% |
| DWP Rebates | 344 | 340 | 1% | - | - | - | 344 | 340 | 1% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total UK Insurance Operations | 1,421 | 1,267 | 12% | 41 | 43 | (5%) | 1,462 | 1,310 | 12% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| European Insurance Operations : | | | | | | | | | |
| (1) | | | | | | | | | |
| Insurance Products | 19 | 12 | 58% | 1 | - | - | 20 | 12 | 67% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total European Insurance Operations | 19 | 12 | 58% | 1 | - | - | 20 | 12 | 67% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total UK & European Insurance Operations | 1,440 | 1,279 | 13% | 42 | 43 | (2%) | 1,482 | 1,322 | 12% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| US Insurance Operations : | | | | | | | | | |
| (1) | | | | | | | | | |
| Fixed Annuities | 332 | 532 | (38%) | - | - | - | 332 | 532 | (38%) |
| Equity-Linked Indexed Annuities | 71 | 44 | 61% | - | - | - | 71 | 44 | 61% |
| Variable Annuities | 473 | 442 | 7% | - | - | - | 473 | 442 | 7% |
| Life | - | - | - | 3 | 3 | 0% | 3 | 3 | 0% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sub-Total Retail | 876 | 1,018 | (14%) | 3 | 3 | 0% | 879 | 1,021 | (14%) |
| Guaranteed Investment Contracts | 19 | - | - | - | - | - | 19 | - | - |
| GIC - Medium Term Note | 292 | - | - | - | - | - | 292 | - | - |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total US Insurance Operations | 1,187 | 1,018 | 17% | 3 | 3 | 0% | 1,190 | 1,021 | 17% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Asian Insurance Operations : | | | | | | | | | |
| (1) | | | | | | | | | |
| China | 3 | 1 | 200% | 3 | 2 | 50% | 6 | 3 | 100% |
| Hong Kong | 52 | 34 | 53% | 16 | 14 | 14% | 68 | 48 | 42% |
| India (@26%) | 1 | 2 | (50%) | 11 | 4 | 175% | 12 | 6 | 100% |
| Indonesia | 13 | 3 | 333% | 9 | 5 | 80% | 22 | 8 | 175% |
| Japan | 3 | 3 | 0% | 2 | 12 | (83%) | 5 | 15 | (67%) |
| Korea | 18 | - | - | 13 | 5 | 160% | 31 | 5 | 520% |
| Malaysia | 2 | 3 | (33%) | 8 | 13 | (38%) | 10 | 16 | (38%) |
| Singapore | 50 | 29 | 72% | 10 | 12 | (17%) | 60 | 41 | 46% |
| Taiwan | 10 | 1 | 900% | 30 | 47 | (36%) | 40 | 48 | (17%) |
| Other (5) | 2 | 1 | 100% | 8 | 12 | (33%) | 10 | 13 | (23%) |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Asian Insurance Operations | 154 | 77 | 100% | 110 | 126 | (13%) | 264 | 203 | 30% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Group Total | 2,781 | 2,374 | 17% | 155 | 172 | (10%) | 2,936 | 2,546 | 15% |
| | --- | --- | --- | --- | --- | --- | --- | --- | --- |

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PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2004

INVESTMENT OPERATIONS

| | Opening FUM | Gross inflows | Redemptions | Net inflows | Other movements | Market & currency movements |
|--|----------------|------------------|-------------|----------------|--------------------|-----------------------------------|
| 2004 | | | | | | |
| M&G | | | | | | |
| M&G branded retail investment products | 8,819 | 327 | (321) | 6 | - | 104 |
| Prudential branded UK retail investment products (6) | 1,325 | 30 | (43) | (13) | - | (4) |
| M&G institutional (7) | 14,048 | 365 | (1,244) | (879) | 98 | 154 |
| | --- | --- | --- | --- | --- | --- |
| Total M&G | 24,192 | 722 | (1,608) | (886) | 98 | 254 |
| | --- | --- | --- | --- | --- | --- |
| Asia | | | | | | |
| India | 2,049 | 2,143 | (2,326) | (183) | (20) | 39 |
| Taiwan | 2,666 | 1,890 | (1,717) | 173 | - | 46 |
| Korea | 933 | 618 | (459) | 159 | (5) | (24) |
| Other Mutual Fund Operations | 752 | 241 | (97) | 144 | - | 12 |
| | --- | --- | --- | --- | --- | --- |
| Total Asian Mutual Fund Operations | 6,400 | 4,892 | (4,599) | 293 | (25) | 73 |
| | --- | --- | --- | --- | --- | --- |
| Hong Kong MPF Products (8) | 196 | 17 | (5) | 12 | - | (2) |
| | --- | --- | --- | --- | --- | --- |
| Total Asian Investment Operations | 6,596 | 4,909 | (4,604) | 305 | (25) | 71 |
| | --- | --- | --- | --- | --- | --- |
| Total Investment Products | 30,788 | 5,631 | (6,212) | (581) | 73 | 325 |
| | --- | --- | --- | --- | --- | --- |
| | | | | | | |
| | Opening FUM | Gross inflows | Redemptions | Net inflows | Other movements | Market & currency movements |
| 2003 | | | | | | |
| M&G | | | | | | |
| M&G branded retail investment products (9) | 7,588 | 265 | (197) | 68 | (14) | (211) |
| Prudential branded UK retail investment products (6) | 1,137 | 28 | (42) | (14) | 18 | (80) |
| M&G institutional (4) (7) | 11,559 | 891 | (316) | 575 | - | 51 |
| | --- | --- | --- | --- | --- | --- |
| Total M&G | 20,284 | 1,184 | (555) | 629 | 4 | (240) |
| | --- | --- | --- | --- | --- | --- |
| Asia | | | | | | |
| India | 1,372 | 1,540 | (1,712) | (172) | (13) | 32 |

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| | | | | | | |
|--|-------------|---------------|-------------|-------------|-----------------|-----------------------------|
| Taiwan | 2,425 | 1,716 | (1,759) | (43) | - | 40 |
| Korea | 993 | 415 | (393) | 22 | - | (45) |
| Other Mutual Fund Operations | 306 | 101 | (6) | 95 | - | 10 |
| | --- | --- | --- | --- | --- | --- |
| Total Asian Mutual Fund Operations | 5,096 | 3,772 | (3,870) | (98) | (13) | 37 |
| | --- | --- | --- | --- | --- | --- |
| Hong Kong MPF Products (8) | 136 | 18 | (3) | 15 | - | - |
| | --- | --- | --- | --- | --- | --- |
| Total Asian Investment Operations | 5,232 | 3,790 | (3,873) | (83) | (13) | 37 |
| | --- | --- | --- | --- | --- | --- |
| Total Investment Products | 25,516 | 4,974 | (4,428) | 546 | (9) | (203) |
| | --- | --- | --- | --- | --- | --- |
| | Opening FUM | Gross inflows | Redemptions | Net inflows | Other movements | Market & currency movements |
| 2004 movement relative to 2003 | | | | | | |
| M&G | | | | | | |
| M&G branded retail investment products | 16% | 23% | (63%) | (91%) | - | - |
| Prudential branded UK retail investment products (6) | 17% | 7% | (2%) | 7% | - | 95% |
| M&G institutional (4) (7) | 22% | (59%) | (294%) | - | - | 202% |
| | --- | --- | --- | --- | --- | --- |
| Total M&G | 19% | (39%) | (190%) | (241%) | - | - |
| | --- | --- | --- | --- | --- | --- |
| Asia | | | | | | |
| India | 49% | 39% | (36%) | (6%) | (54%) | 22% |
| Taiwan | 10% | 10% | 2% | - | - | 15% |
| Korea | (6%) | 49% | (17%) | 623% | - | 47% |
| Other Mutual Fund Operations | 146% | 139% | (1517%) | 52% | - | 20% |
| | --- | --- | --- | --- | --- | --- |
| Total Asian Mutual Fund Operations | 26% | 30% | (19%) | - | (92%) | 97% |
| | --- | --- | --- | --- | --- | --- |
| Hong Kong MPF Products (8) | 44% | (6%) | (67%) | (20%) | - | - |
| | --- | --- | --- | --- | --- | --- |
| Total Asian Investment Operations | 26% | 30% | (19%) | - | (92%) | 92% |
| | --- | --- | --- | --- | --- | --- |
| Total Investment Products | 21% | 13% | (40%) | - | - | - |
| | --- | --- | --- | --- | --- | --- |

US (9)

2004 Q1 2003 Q1 +/- (%)
YTD YTD

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| | GBPm | GBPm | |
|--|------|------|-------|
| US Banking Products | | | |
| Total Deposit Liabilities | 616 | 673 | (8%) |
| Retail Assets | 641 | 753 | (15%) |
| Curian Capital External Funds under Management | 244 | - | - |

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2004 VERSUS QUARTER 4 2003

INSURANCE OPERATIONS

| | Single | | | Regular | | | Total | | |
|-------------------------------|-----------------|--------------------|------------|--------------------|--------------------|------------|-----------------|--------------------|---------|
| | Q1 2004 GBPm | Q4 2003 GBPm | +/- (%) | Q1 2004 GBPm | Q4 2003 GBPm | +/- (%) | Q1 2004 GBPm | Q4 2003 GBPm | +/- (%) |
| UK Insurance Operations : (4) | | | | | | | | | |
| Direct to Customer: | | | | | | | | | |
| Individual Pensions | 3 | 1 | 200% | 2 | 2 | 0% | 5 | 3 | 67% |
| Life - With Profit Bond | 3 | 3 | 0% | - | 1 | 0% | 3 | 4 | (25%) |
| Individual Annuities | 151 | 138 | 9% | - | - | - | 151 | 138 | 9% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sub-Total | 157 | 142 | 11% | 2 | 3 | (33%) | 159 | 145 | 10% |
| DWP Rebates | 252 | - | - | - | - | - | 252 | - | - |
| Total | 409 | 142 | 188% | 2 | 3 | (33%) | 411 | 145 | 183% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Business to Business: | | | | | | | | | |
| Corporate Pensions | 40 | 39 | 3% | 31 | 30 | 3% | 71 | 69 | 3% |
| Individual Annuities | 48 | 56 | (14%) | - | - | - | 48 | 56 | (14%) |
| Bulk Annuities | 139 | 98 | 42% | - | - | - | 139 | 98 | 42% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total | 227 | 193 | 18% | 31 | 30 | 3% | 258 | 223 | 16% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Intermediated Distribution : | | | | | | | | | |
| Individual Pensions | 16 | 11 | 45% | 5 | 4 | 25% | 21 | 15 | 40% |
| Corporate Pensions | 65 | 29 | 124% | 2 | 1 | 100% | 67 | 30 | 123% |
| Life - With Profit Bond | 54 | 162 | (67%) | - | - | - | 54 | 162 | (67%) |
| Life - Other Bond | 142 | 114 | 25% | - | - | - | 142 | 114 | 25% |
| Life - Other | - | - | - | 1 | 2 | (50%) | 1 | 2 | (50%) |
| Individual Annuities | 228 | 233 | (2%) | - | - | - | 228 | 233 | (2%) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sub-Total | 505 | 549 | (8%) | 8 | 7 | 14% | 513 | 556 | (8%) |
| DWP Rebates | 92 | 43 | 114% | - | - | - | 92 | 43 | 114% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total | 597 | 592 | 1% | 8 | 7 | 14% | 605 | 599 | 1% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Partnerships : | | | | | | | | | |
| Life - With Profit Bond | 1 | 1 | 0% | - | - | - | 1 | 1 | 0% |
| Life - Other | 164 | 69 | 138% | - | - | - | 164 | 69 | 138% |
| Individual Annuities | 23 | 23 | 0% | - | - | - | 23 | 23 | 0% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total | 188 | 93 | 102% | - | - | - | 188 | 93 | 102% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total : | | | | | | | | | |
| Individual Pensions | 19 | 12 | 58% | 7 | 6 | 17% | 26 | 18 | 44% |

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| | | | | | | | | | |
|--|-------|-------|-------|-----|-----|-------|-------|-------|-------|
| Corporate Pensions | 105 | 68 | 54% | 33 | 31 | 6% | 138 | 99 | 39% |
| Life - With Profit Bond | 58 | 166 | (65%) | - | 1 | - | 58 | 167 | (65%) |
| Life - Other Bond | 142 | 114 | 25% | - | - | - | 142 | 114 | 25% |
| Life - Other | 164 | 69 | 138% | 1 | 2 | (50%) | 165 | 71 | 132% |
| Individual Annuities | 450 | 450 | 0% | - | - | - | 450 | 450 | 0% |
| Bulk Annuities | 139 | 98 | 42% | - | - | - | 139 | 98 | 42% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sub-Total | 1,077 | 977 | 10% | 41 | 40 | 3% | 1,118 | 1,017 | 10% |
| DWP Rebates | 344 | 43 | 700% | - | - | - | 344 | 43 | 700% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total UK Insurance Operations | 1,421 | 1,020 | 39% | 41 | 40 | 3% | 1,462 | 1,060 | 38% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| European Insurance Operations : | | | | | | | | | |
| (1) | | | | | | | | | |
| Insurance Products | 19 | 41 | (54%) | 1 | - | - | 20 | 41 | (51%) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total European Insurance Operations | 19 | 41 | (54%) | 1 | - | - | 20 | 41 | (51%) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total UK & European Insurance Operations | 1,440 | 1,061 | 36% | 42 | 40 | 5% | 1,482 | 1,101 | 35% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| US Insurance Operations : | | | | | | | | | |
| (10) | | | | | | | | | |
| Fixed Annuities | 332 | 222 | 50% | - | - | - | 332 | 222 | 50% |
| Equity-Linked Indexed Annuities | 71 | 71 | 0% | - | - | - | 71 | 71 | 0% |
| Variable Annuities | 473 | 466 | 2% | - | - | - | 473 | 466 | 2% |
| Life | - | - | - | 3 | 2 | 50% | 3 | 2 | 50% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sub-total Retail | 876 | 759 | 15% | 3 | 2 | 50% | 879 | 761 | 16% |
| Guaranteed Investment Contracts | 19 | (9) | - | - | - | - | 19 | (9) | - |
| GIC - Medium Term Note | 292 | (4) | - | - | - | - | 292 | (4) | - |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total US Insurance Operations | 1,187 | 746 | 59% | 3 | 2 | 50% | 1,190 | 748 | 59% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Asian Insurance Operations : | | | | | | | | | |
| (1) | | | | | | | | | |
| China | 3 | 2 | 50% | 3 | 3 | 0% | 6 | 5 | 20% |
| Hong Kong | 52 | 55 | (5%) | 16 | 28 | (43%) | 68 | 83 | (18%) |
| India (@26%) | 1 | 1 | 0% | 11 | 6 | 83% | 12 | 7 | 71% |
| Indonesia | 13 | 11 | 18% | 9 | 8 | 13% | 22 | 19 | 16% |
| Japan | 3 | 2 | 50% | 2 | 2 | 0% | 5 | 4 | 25% |
| Korea | 18 | 14 | 29% | 13 | 13 | 0% | 31 | 27 | 15% |
| Malaysia | 2 | 2 | 0% | 8 | 16 | (50%) | 10 | 18 | (44%) |
| Singapore | 50 | 85 | (41%) | 10 | 17 | (41%) | 60 | 102 | (41%) |
| Taiwan | 10 | 10 | 0% | 30 | 38 | (21%) | 40 | 48 | (17%) |
| Other (5) | 2 | 2 | 0% | 8 | 15 | (47%) | 10 | 17 | (41%) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Asian Insurance Operations | 154 | 184 | (16%) | 110 | 146 | (25%) | 264 | 330 | (20%) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Group Total | 2,781 | 1,991 | 40% | 155 | 188 | (18%) | 2,936 | 2,179 | 35% |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

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| | INVESTMENT OPERATIONS | | | | | | | | |
|-------------------------------|-----------------------|---------|---------|-------------------|---------|---------|----------------------------|---------|---------|
| | M&G (4) (7) | | | Asia Mutual Funds | | | Hong Kong MPF Products (8) | | |
| | Q1 2004 | Q4 2003 | +/- (%) | Q1 2004 | Q4 2003 | +/- (%) | Q1 2004 | Q4 2003 | +/- (%) |
| | GBPm | GBPm | | GBPm | GBPm | | GBPm | GBPm | |
| Opening FUM | 24,192 | 23,193 | 4% | 6,400 | 6,316 | 1% | 196 | 186 | 5% |
| Gross inflows | 722 | 772 | (6%) | 4,892 | 4,832 | 1% | 17 | 16 | 6% |
| Less redemptions | (1,608) | (604) | (166%) | (4,599) | (4,346) | (6%) | (5) | (3) | (67%) |
| Net flows | (886) | 168 | (627%) | 293 | 486 | (40%) | 12 | 13 | (8%) |
| Other movements | 98 | - | - | (25) | (38) | 34% | - | - | - |
| Market and currency movements | 254 | 831 | (69%) | 73 | (364) | 120% | (2) | (3) | 33% |
| Net movement in FUM | (534) | 999 | (153%) | 341 | 84 | 306% | 10 | 10 | 0% |
| Closing FUM | 23,658 | 24,192 | (2%) | 6,741 | 6,400 | 5% | 206 | 196 | 5% |

Notes to Schedules :

(1) Insurance and investment new business for overseas operations has been calculated using average exchange rates. The applicable rate for Jackson National Life is 1.84 (2003 - 1.60).

A comparison between the results on actual exchange rate and current exchange rate is given in the notes to the press release.

(2) Represents cash received from sale of investment products.

(3) Annual Equivalents, calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.

(4) Investment mandates previously reported as UK Corporate Pensions in 2003 are reported as M&G institutional funds under management. The impact of this is to reduce UK Corporate pensions APE sales by GBP15m for the first quarter of 2003 and by GBP32m for the full year 2003.

(5) In Asia, 'Other' insurance operations include Thailand, The Philippines and Vietnam.

(6) Scottish Amicable and Prudential branded Investment Products.

(7) Balance includes segregated pensions fund business, private finance flows and M&G South Africa institutional business. M&G institutional funds under management restated in Q2 2003 to include funds managed on behalf of the Prudential Staff Pension Scheme previously categorised as internal funds. Other

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movements reflect the net flows arising from the cash portion of a tactical asset allocation fund managed in South Africa.

(8) Mandatory Provident Fund product sales in Hong Kong are included at Prudential's 36% interest of the Hong Kong MPF operation.

(9) Balance sheet figures have been calculated at closing exchange rates.

(10) Sales are converted to sterling 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.

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 21 April 2004

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Steve Colton

Steve Colton,
Group Head of Media Relations