

PRUDENTIAL PLC
Form 6-K
February 20, 2009

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

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

For the month of February, 2009

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

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

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

Form 20-F Form 40-F

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

Yes No

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

Enclosure: Full Year 2008 New Business - Part 3

Schedule 4 - Actual Exchange Rates

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

INSURANCE OPERATIONS

Note	Single			Regular			Total			Annual Equivalents		
	Q4 2008 £m	Q 3 2008 £m	+/-(%)	Q4 2008 £m	Q 3 2008 £m	+/-(%)	Q4 2008 £m	Q 3 2008 £m	+/-(%)	Q4 2008 £m	Q 3 2008 £m	+/-(%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	471	408	15%	-	-	-	471	408	15%	47	41	15%
Direct and Partnership Annuities	153	177	(14%)	-	-	-	153	177	(14%)	15	18	(17%)
Intermediated Annuities	96	116	(17%)	-	-	-	96	116	(17%)	10	12	(17%)
Total Individual Annuities	720	701	3%	-	-	-	720	701	3%	72	70	3%
Equity Release	54	71	(24%)	-	-	-	54	71	(24%)	5	7	(29%)
Individual Pensions	63	20	215%	1	1	0%	64	21	205%	7	3	133%
Corporate Pensions	67	60	12%	24	26	(8%)	91	86	6%	31	32	(3%)
Unit Linked Bonds	21	21	0%	-	-	-	21	21	0%	2	2	0%
With-Profit Bonds	218	233	(6%)	-	-	-	218	233	(6%)	22	23	(4%)

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Protection	-	-	-	2	1	100%	2	1	100%	2	1	100%
Offshore Products	104	126	(17%)	1	1	0%	105	127	(17%)	11	14	(21%)
Pru Health (12)	-	-	-	2	6	(67%)	2	6	(67%)	2	6	(67%)
Income Drawdown (13)	21	24	(13%)	-	-	-	21	24	(13%)	2	2	0%
Total Retail Retirement	<u>1,268</u>	<u>1,256</u>	<u>1%</u>	<u>30</u>	<u>35</u>	<u>(14%)</u>	<u>1,298</u>	<u>1,291</u>	<u>1%</u>	<u>157</u>	<u>161</u>	<u>(2%)</u>
Corporate Pensions (14)	-	54	-	28	26	8%	28	80	(65%)	28	31	(10%)
Other Products	19	36	(47%)	4	6	(33%)	23	42	(45%)	6	10	(40%)
DWP Rebates	50	-	-	-	-	-	50	-	-	5	-	-
Total Mature Life and Pensions	<u>69</u>	<u>90</u>	<u>(23%)</u>	<u>32</u>	<u>32</u>	<u>0%</u>	<u>101</u>	<u>122</u>	<u>(17%)</u>	<u>39</u>	<u>41</u>	<u>(5%)</u>
Total Retail	<u>1,337</u>	<u>1,346</u>	<u>(1%)</u>	<u>62</u>	<u>67</u>	<u>(7%)</u>	<u>1,399</u>	<u>1,413</u>	<u>(1%)</u>	<u>196</u>	<u>202</u>	<u>(3%)</u>
Wholesale Annuities	47	1,063	(96%)	-	-	-	47	1,063	(96%)	5	106	(95%)
Credit Life	7	4	75%	-	-	-	7	4	75%	1	-	-
Total UK Insurance Operations	<u>1,391</u>	<u>2,413</u>	<u>(42%)</u>	<u>62</u>	<u>67</u>	<u>(7%)</u>	<u>1,453</u>	<u>2,480</u>	<u>(41%)</u>	<u>201</u>	<u>308</u>	<u>(35%)</u>
Channel Summary												
Direct and Partnership	623	582	7%	54	55	(2%)	677	637	6%	116	113	3%
Intermediated	664	764	(13%)	8	12	(33%)	672	776	(13%)	74	88	(16%)
Wholesale	54	1,067	(95%)	-	-	-	54	1,067	(95%)	5	107	(95%)
Sub-Total	<u>1,341</u>	<u>2,413</u>	<u>(44%)</u>	<u>62</u>	<u>67</u>	<u>(7%)</u>	<u>1,403</u>	<u>2,480</u>	<u>(43%)</u>	<u>196</u>	<u>308</u>	<u>(36%)</u>
DWP Rebates	50	-	-	-	-	-	50	-	-	5	-	-
Total UK Insurance Operations	<u>1,391</u>	<u>2,413</u>	<u>(42%)</u>	<u>62</u>	<u>67</u>	<u>(7%)</u>	<u>1,453</u>	<u>2,480</u>	<u>(41%)</u>	<u>201</u>	<u>308</u>	<u>(35%)</u>

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US Insurance Operations	(1b) (8)												
Fixed Annuities		583	506	15%	-	-	-	583	506	15%	58	51	14%
Fixed Index Annuities		184	121	52%	-	-	-	184	121	52%	18	12	50%
Variable Annuities		895	799	12%	-	-	-	895	799	12%	90	80	13%
Life		1	2	(50%)	6	7	(14%)	7	9	(22%)	6	7	(14%)
Sub-Total Retail		1,663	1,428	16%	6	7	(14%)	1,669	1,435	16%	172	150	15%
Guaranteed Investment Contracts		42	310	(86%)	-	-	-	42	310	(86%)	4	31	(87%)
GIC - Medium Term Note		16	5	220%	-	-	-	16	5	220%	2	1	100%
Total US Insurance Operations		1,721	1,743	(1%)	6	7	(14%)	1,727	1,750	(1%)	178	181	(2%)
Asian Insurance Operations	(1b) (8)												
China	(10)	16	12	33%	9	8	13%	25	20	25%	11	9	22%
Hong Kong		47	114	(59%)	41	35	17%	88	149	(41%)			