

M&G Wealth announces launch of full PruFund range on Platform

M&G Wealth today announces the launch of the full PruFund range of funds on the M&G Wealth Platform.

PruFund Growth, PruFund Cautious and five Risk Managed PruFunds are now available as investment choices on the M&G Wealth Platform through its ISA, JISA and SIPP tax wrappers. This is the first time these funds have been offered on any investment platform.

The PruFund Planet range of funds launched on the platform in July 2022.

PruFund is a range of advised-only smoothed multi-asset funds. It is one of the largest multi-asset propositions in Europe. It aims to achieve a total return from income and capital over the medium to long-term (at least five years), while protecting investors from some of the short-term ups and downs of direct stock market investments by using a smoothing process.

The PruFund range has over £58 billion invested in it by more than 450,000 customers.

PruFund's performance



30/04/2018 - 28/04/2023 Data from FE fundinfo2023

The M&G Wealth Platform has £15.6 billion assets under administration, supporting 2,000 advice firms and in excess of 100,000 private investors.

David Montgomery, Managing Director of M&G Wealth, said: “The launch of the full PruFund range on the M&G Wealth platform gives advisers greater flexibility and wider choice when determining the best way for their clients to invest.

“PruFund is a unique proposition with a great track record of delivering excellent value, particularly for clients who are seeking to dampen volatility and minimise portfolio sequencing risk.

“Today’s launch is an important step towards M&G Wealth’s ambition to become a leading provider of innovative wealth solutions.”

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About M&G Wealth

M&G Wealth is part of M&G plc. It has four main parts, M&G Wealth Advice, M&G Wealth Platform, M&G Wealth Investments and M&G Wealth Distribution.

M&G Wealth launched a HYBRID advice business – ‘MAP your future’ – in late 2021, initially to a part of its existing customer base, where clients, often with modest wealth and a simpler set of financial needs, are able to get access to the advice that they currently find difficult to obtain – either because of the costs involved or the commercials commonly associated with an advice business (making it impractical to offer services to lower sums invested).

At the start of 2022 M&G plc completed the acquisition of Sandringham Partners – an independent financial advice arm of M&G Wealth Advice.

In February 2022 M&G plc acquired TCF Investments to provide model portfolio services (MPS) and in April 2022 added a new range of six model portfolios focused on investing globally and incorporating ESG factors in its investment process.

In August 2022 M&G announced an initial 49.9% stake in National IFA Continuum Financial Services with a scheduled agreement in place to acquire the remainder by 2024.

In January 2023 M&G Wealth announced the launch of &me, an investment app in partnership with Moneyfarm, a leading digital investment specialist, providing direct investment services to UK consumers.