

Prudential Investment Plan Value Assessment December 2025

Our approach to assessing fair value considers the product or service as a packaged product. It makes allowance for the individual components which we manufacture that make up the packaged product.

Where another manufacturer's component is used, we'll rely on their value assessment.

For example, we do not make an allowance for any adviser charges that we may facilitate and expect the adviser to have considered the value of their service to their client.

Wrapper and Investments Assessment

We consider the value that our propositions offer from both a charges and investment perspective. This allows us to understand both the value offered by the component parts of our proposition as well as the potential outcomes for customers. We also consider the service and benefits that the products provide from an operational and customer outcomes perspective, to ensure that they provide value for money and meet the customer's reasonable expectations.

The result of the most recent value assessment for the Prudential Investment Plan meets our value assessment requirements and there were no limitations in the product that could reduce its value or benefit to the customers within the target market.

No allowance is made for adviser charges that we may facilitate or other services that are paid for from the product.

Proposition Benchmarking

We consider, as part of our regular product lifecycle management process, the position of each proposition in the marketplace. This considers the design and charging structure of the proposition, as well as features and benefits against its peer group from a comparability and competitiveness perspective.

Products and their benefits

Summary information of the Prudential Investment Plan is provided below. For more detail on the benefits and features, please see the relevant product documentation, such as Target Market and Key Features documents.

As part of our ongoing product management process, we consider the foreseeable harms and poor customer outcomes that could result from the product's design, management or administration. This includes an assessment of the customers and customer groups within the target market as well as an assessment that considers customers with characteristics of vulnerabilities and those with protected characteristics.

Prudential Investment Plan

The Prudential Investment Plan is a single premium investment bond that lets customers invest their money in a tax-efficient way and provides access to a wide range of different funds. It aims to grow the value of the customer's investment over the medium to long term (5-10 years) and lets them make tax-efficient withdrawals. It can also help with Inheritance Tax planning.

Investment Components

The investment options available through the Prudential Investment Plan are subject to their own value assessment. This is undertaken by the investment manufacturer. The following information outlines the checks undertaken by the investment manufacturer.

PruFund

PruFund is subject to significant levels of oversight. This covers investment performance and management as well as the operation of the fund itself.

As part of our value assessment, we consider the basis for setting Expected Growth Rates, investment decisions in relation to smoothing of investment returns, the charges and associated benefits relating to smoothing, the management of the With-Profits Estate and the expenses allocated to the With-Profits Fund. The impact on the Inherited Estate and the charges and expenses allocated to the fund are also considered.

Further details of how the fund is operated can be found in our **Principles and Practices of Financial Management (PPFM)** and the **With-Profits Actuary's Annual Report** to policyholders. All our PPFM reports can be found on mandg.com/pru/adviser/insights-events/news/ppfm

An optional capital guarantee is available for new investments into a PruFund Protected Fund through the Prudential Investment Plan. This is subject to the payment of an additional guarantee charge. The pricing of PruFund guarantees is subject to active monitoring which includes separate value for money assessments that consider the potential customer returns net of all product/fund and guarantee charges, versus investing in cash.

As a result of the most recent assessment, we concluded that PruFund funds meets our value assessment requirements.

Insured Funds

Where we provide an insured version of an investment fund (sometimes referred to as a 'mirror fund'), it undergoes an ongoing quarterly assessment through our investment oversight process. This process flags outliers and further oversight and action is taken through our internal governance process. As a result funds may be recommended for closure.

Unitised With-Profits

With-profits is subject to significant levels of oversight. This covers investment performance and management as well as the operation of the fund itself.

As part of our value assessment, we consider the basis for setting bonus rates, investments decision in relation to smoothing of investment returns, the impact on the inherited estate and the charges and expenses allocated to the fund.

Further details of how the fund is operated can be found in our **Principles and Practices of Financial Management (PPFM)** and the **With-Profits Actuary's Annual Report** to policyholders. All our PPFM reports can be found on mandg.com/pru/adviser/insights-events/news/ppfm

As a result of the most recent assessment, we concluded that the funds meet our value assessment requirements.

Product charges & Costs

This section details where information can be found in relation to the product charges.

For generic information on product charges and costs please refer to the specific **Prudential Investment Plan fast facts document**.

A **key information document** is available which provides information to help understand the nature, risks, costs, potential gains and losses of the product and to help compare it with other products.

You will find the fast facts and key information, along with other useful information here mandg.com/pru/adviser/en-gb/products/investments/prudential-investment-plan

The customer specific personal illustration details the product charges based on the amount to be invested, along with investment costs and charges based on the investments chosen and any adviser charges selected. It also provides reduction in yield calculations.

We regularly review any product charges and investment costs to ensure they continue to deliver optimal value. This ongoing review process reinforces our commitment to providing solutions that offer the best possible outcomes for our customers and ensure we remain fair and competitive

Customer Support & Understanding

Our commitment to delivering customer value and enhancing the overall experience is at the heart of everything we do. We aim to empower customers with clear, informed choices about our products and services, while providing prompt, efficient, and supportive service. We also take special care to consider the needs of vulnerable customers in every interaction.

To achieve these goals, we leverage a comprehensive set of data points to monitor and demonstrate the outcomes our customers experience. These include digital and voice performance metrics, communication effectiveness testing, end-to-end service performance for key transactions, as well as insights from customer surveys and complaints data. When areas of underperformance are identified, robust governance processes ensure timely escalation and corrective action.

For example, we have identified opportunities to improve both our service performance for complaints and how we respond when processes or systems don't perform as expected. While progress is underway, both areas remain a priority and are receiving focused management attention.

Additionally, we regularly review key journeys and associated communications. Where opportunities for improvement are identified, they are prioritised for delivery.

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