

PruFund Fund Guide

# Prudential ISA

# Introduction to this guide

We know that choosing which fund may be best for you isn't easy – there are many options and everyone's different so there's no 'one way' to invest.

So we offer a range of options to help you meet your investment goals.

We've produced this guide to help you and your financial adviser understand more about the PruFund range of funds available in the Prudential ISA. This includes which funds are available and where you can find further relevant information, including about risks and charges that isn't available in this guide. There is also an explanation of some useful terms. If there's information or terminology included that you'd like to discuss, then please contact your financial adviser.

The funds in this guide are available to most investors in the Prudential ISA.

# Where to find information in this guide

## Some important notes we'd like you to read:

- The value of your investment can go down as well as up so you might get back less than you put in.
- The types of assets a fund invests in will have a significant effect on its performance. Generally, the higher the potential returns, the higher the risk.
- A fund's name isn't indicative of the risk it may take.
- The information in this guide is correct as at October 2025, unless another date is shown.
- This guide doesn't take account of current market conditions or other short-term fund specific changes. Up to date information on each fund can be found at [pru.co.uk/funds](https://pru.co.uk/funds)
- All views are Prudential's own.
- If there's information in this document that you'd like to discuss, then please contact your financial adviser. If you don't already have a financial adviser, you can visit [unbiased.co.uk](https://unbiased.co.uk) to search for an independent financial adviser in your area.

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**Before making any decisions you should speak to your financial adviser. They can discuss and help you understand your fund selection.**

We'd like everyone to find it easy to deal with us. Please let us know if you need information in a different format.

All our literature is available in audio, large print or braille versions. If you'd like one of these please contact us on 0344 335 8936 and we'll send these out to you.

This fund guide includes a list of the PruFund funds that are available in the Prudential ISA. The Prudential ISA is designed as a medium/long term product so investors should aim to invest for 5 to 10 years or more.

# Information to read before making a decision

## The fund value

The value of your investment can go down as well as up so you might get back less than you put in.

For the PruFund range of funds, what you receive will depend upon:

- the value of the underlying investments
- the Smoothing Mechanism, including the level of Expected Growth Rates and any applicable Unit Price Adjustments
- our charges
- and when you take your money out.

Please speak to your adviser or visit [mandg.com/pru/customer/en-gb/funds/investment-fund-range/prufund](https://www.mandg.com/pru/customer/en-gb/funds/investment-fund-range/prufund) for more information on PruFund and how it works, including an explanation of Expected Growth Rates.

## Fund charges and further costs

### Annual Management Charge

The funds shown on pages 8 and 9, each have an applicable Key Information Document and Investment Option Document. These include the following ongoing costs information:

- Portfolio transaction costs – The impact of the costs of buying and selling underlying investments.
- Other ongoing costs – The impact of the costs that a fund manager takes each year for managing your investments.

In those documents the 'Other ongoing costs' shown include the Annual Management Charge and, where applicable, further costs that may also apply. Further explanations on what these are follow on the next page.

We take an Annual Management Charge (AMC) for looking after your investment, from each of the funds you invest in. We might change our charges in future.

The AMC for the PruFund funds is taken by the monthly cancellation of units from each investment.

The annual charge will be deducted for PruFund on the Monthly Transaction Date (MTD), based on the PruFund units held on that date (with no pro-rata adjustment). No proportionate AMC is taken on units cancelled prior to MTD. Please refer to your Master Insurance Agreement – Customer version for further information.

You may be entitled to a reduction to the AMC you pay on any PruFund funds you hold in your Prudential ISA. Any reduction to the AMC is dependent on the total value of PruFund funds held in your Prudential ISA. Please contact your adviser for more information.

## Further costs related to investing

In addition to our annual charges, there may be further costs incurred. Where these are applicable, they're paid for by the fund and will impact on the overall performance. Some examples of what these further costs might include are shown below. These aren't listed in order of importance, they won't necessarily apply to all funds, and this isn't an exhaustive list.

Name	What this means	Where applicable, are they included in the further costs figures shown on fund factsheets?	If they're applicable, then where would they appear in a Key Information Document or Investment Option Document?
Further costs	<p><b>Miscellaneous fund administration fees and costs</b> There can be a number of different administration fees and costs associated with funds. These can include, for example, audit fees, custody fees, infrastructure costs, registrar fees, regulatory fees, stock lending fees, and trustee fees.</p> <p><b>Property expenses</b> For funds that invest in property, either directly (ie the fund owning physical property) or indirectly (ie owning units in a property fund or shares in a property company) there are costs incurred for managing these properties. These can include costs for development, maintenance, oversight and renovation of the properties held, collecting rents, and managing tenants, as well as running costs that cannot be passed onto tenants.</p>	These are factored into the setting and reviewing of Expected Growth Rates, so aren't shown separately on PruFund fund factsheets.	In 'Other ongoing costs'.
Performance fees	In some funds the fund managers are paid a fee depending on how they perform.	No, but if they're applicable they will impact on the performance of a fund.	In 'Performance fees'.
Transaction costs	When a fund manager trades the investments in a fund (for example, makes a decision to sell one holding and buy another) there are associated costs, for example taxes.	No, but if they're applicable they will impact on the performance of a fund.	In 'Portfolio transaction costs'.

- Further costs might be incurred by a Prudential fund or, where it's applicable, any fund our fund invests in (see the 'fund objective' or 'Investment objective' for information on where a fund might invest).
- Further Costs and Transaction Costs are factored into the setting and reviewing of Expected Growth Rates, so aren't shown separately in any projections covering PruFund.
- The Investment Option Document will include information on fund charges and further costs applicable to your chosen fund(s).
- Fund charges and further costs may vary in future and they may be higher than they are now. The ISA manager for the Prudential ISA, Waystone Financial Investments Limited, will write to you if an AMC goes up for a fund you're invested in. As it's normal for further costs to vary over time we won't contact you when they change. If fund charges and further costs exceed the return earned, the fund will go down in value.
- If you have any questions about this product, your fund choice or the fund charges and further costs applicable then we recommend you speak to your financial adviser.

## Investing in PruFund

PruFunds are multi asset funds which are part of Prudential's With-Profits Fund, which is the largest With-Profits Fund in the UK. There are differences across the range of PruFund funds, in terms of asset mix and objectives which means the returns received will vary based on fund choice.

PruFund funds aim to grow your money over the medium to long term (5 to 10 years or more), while smoothing some of the short term ups and downs of market volatility. We do this by using an established smoothing mechanism and spreading the risk by investing across a wide range of assets, our Multi Asset approach. This means that while you won't benefit from the full upside of any market rises you won't suffer from the full effects of any drops either. Please refer to 'Your With-Profits Plan – a guide to how we manage the Fund' (document reference WPGGB0027 for With-Profits and WPGGB0031 for PruFund) for more information. We strongly suggest these documents are read before any investment decision is made.

## How PruFund works

We set Expected Growth Rates (EGRs); these are yearly rates your investment will normally grow at. They reflect our view of how we expect the underlying assets of the PruFund funds to perform over the long term (up to 15 years). While the EGR reflects our long term view, we also need to check that the fund is performing as expected; if not an adjustment may be needed to your fund value, either up or down. These are called Unit Price Adjustments (UPAs) and there are limits which set out when one would be required.

There may be occasions where we must adjust the value of your investment to ensure continued fairness for all customers in our With-Profits Fund, although we expect these to be used in highly unusual circumstances. A Unit Price Reset is where we reset the smoothed price (sometimes called unit price) to the unsmoothed price on a particular day. Suspension of Smoothing is where we suspend the smoothing mechanism for a period of consecutive days, to protect our With-Profits Fund and those invested in it.

## Certain restrictions that might apply

The PruFund smoothing mechanism means that we may apply restrictions to certain switches and withdrawals from these funds. To find out more, please refer to your product Key Features Document, and the associated document 'Your With-Profits Plan – a guide to how we manage the Fund (PruFund range of funds)' – WPGGB0031, and your Master Insurance Agreement – Customer version for further information.

If you have any questions about this product, your fund choice or the charges applicable then we recommend you speak to your financial adviser.

## To find out more

For more information on the above, please refer to your Prudential ISA Terms and Conditions and the Master Insurance Agreement – customer version. For the funds listed on pages 8 and 9, it's very important that you read both the relevant Key Information Document and relevant fund Investment Option Document(s) before making an investment decision.

## Compensation

The products Prudential Assurance Company Limited (PACL) offer are covered by the Financial Services Compensation Scheme (FSCS). If we get into financial difficulties, you may be able to make a claim. The FSCS is an independent body set up by Government to provide compensation for people where their authorised financial services provider gets into financial difficulties and becomes unable, or unlikely to be able, to pay claims against it. This circumstance is referred to as being 'in default'.

Losses, which may result from poor investment performance, are not covered by the FSCS.

## Where does FSCS protection apply?

**There is full FSCS coverage if PACL is 'in default'.**

- If you hold the Prudential PruFund funds, then they're protected 100% in the event of PACL being 'in default'.

The ISA Terms and Conditions explain the cover applicable for other funds available through the Prudential ISA.

You can find out more information on the FSCS at [pru.co.uk/fscs](https://pru.co.uk/fscs), or you can call us.

Information is also available from the Financial Services Compensation Scheme.

Visit their website: [fscs.org.uk](https://fscs.org.uk)

Or write to: **The Financial Services Compensation Scheme, PO Box 300, Mitcheldean GL17 1DY**

Or call the FSCS: Telephone: **0800 678 1100**

# Available funds

We provide two versions of our Key Information Document (KID) for the Prudential ISA, one in respect of a lump sum payment and the other for a regular investment, and Investment Option Documents for each fund associated to each of these KIDs. You can access these at [pru.co.uk/pro-docs/PISA](https://pru.co.uk/pro-docs/PISA)

These documents include information such as:

- Investment objective
- Risk indicator
- Charges

**So you can make an informed investment decision, it's very important that you read both the relevant Key Information Document(s) and relevant fund Investment Option Document(s).**

Some funds can invest in more than one asset type to try and reduce the risk of losing money. So they're not relying on the performance of an individual asset or assets of the same type.

The funds below are all invested in the Prudential With-Profits Fund. PruFund uses an established smoothing mechanism, and aims to grow your money while smoothing the short term ups and downs of investment markets.

## **Prudential PruFund Risk Managed 1**

Objective: The fund aims to produce growth over the medium to long-term (5 to 10 years or more) while smoothing some of the ups and downs of short-term investment performance. The fund spreads investment risk by investing in a range of different asset types, which currently includes UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments. The fund is actively managed and aims to limit the fluctuations ('volatility') the fund experiences, to 9% per annum (before smoothing). There is no guarantee that the fund will achieve its objective of managing the volatility below this limit.

## **Prudential PruFund Risk Managed 2**

Objective: The fund aims to produce growth over the medium to long-term (5 to 10 years or more) while smoothing some of the ups and downs of short-term investment performance. The fund spreads investment risk by investing in a range of different asset types, which currently includes UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments. The fund is actively managed and aims to limit the fluctuations ('volatility') the fund experiences, to 10% per annum (before smoothing). There is no guarantee that the fund will achieve its objective of managing the volatility below this limit.

### **Prudential PruFund Risk Managed 3**

Objective: The fund aims to produce growth over the medium to long-term (5 to 10 years or more) while smoothing some of the ups and downs of short-term investment performance. The fund spreads investment risk by investing in a range of different asset types, which currently includes UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments. The fund is actively managed and aims to limit the fluctuations ('volatility') the fund experiences, to 12% per annum (before smoothing). There is no guarantee that the fund will achieve its objective of managing the volatility below this limit.

### **Prudential PruFund Risk Managed 4**

Objective: The fund aims to produce growth over the medium to long-term (5 to 10 years or more) while smoothing some of the ups and downs of short-term investment performance. The fund spreads investment risk by investing in a range of different asset types, which currently includes UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments. The fund is actively managed and aims to limit the fluctuations ('volatility') the fund experiences, to 14.5% per annum (before smoothing). There is no guarantee that the fund will achieve its objective of managing the volatility below this limit.

### **Prudential PruFund Risk Managed 5**

Objective: The fund aims to produce growth over the medium to long-term (5 to 10 years or more) while smoothing some of the ups and downs of short-term investment performance. The fund spreads investment risk by investing in a range of different asset types, which currently includes UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments. The fund is actively managed and aims to limit the fluctuations ('volatility') the fund experiences, to 17% per annum (before smoothing). There is no guarantee that the fund will achieve its objective of managing the volatility below this limit.

### **Prudential PruFund Cautious**

Objective: The fund aims to produce growth over the medium to long term (5 to 10 years or more) using a cautious approach to investing while smoothing some of the ups and downs of short-term investment performance. The fund spreads investment risk by investing in a range of different asset types, which currently includes UK and international equities, property, fixed interest securities, index-linked securities, cash and other specialist investments. The cautious approach to investment means the fund aims to invest 50-75% in fixed interest securities, index-linked securities and cash, although we may occasionally move outside this range to meet the fund objectives.

### **Prudential PruFund Growth**

Objective: The fund aims to produce growth over the medium to long-term (5 to 10 years or more) while smoothing some of the ups and downs of short-term investment performance. The fund spreads investment risk by investing in a range of different asset types, which currently includes UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments.

# Some useful investment terms

## Learn about some investment related terms

This is a high-level guide to some useful investment terms. It's not meant to cover every term you may come across and you may not find each item in the glossary within this guide. Please speak to your financial adviser if you need help or want to know more about terms used around investments.

### **'Blue Chip' Companies**

Large companies which are known for their strong reputation and financial stability.

### **Bonds (and Fixed Interest Securities)**

A bond is an 'I owe you' that promises to pay an amount of money on a specified date and pay a fixed rate of interest along the way. Companies and governments can issue bonds when they want to raise money. Bonds issued by companies are called corporate bonds. Bonds issued by the UK government are called gilts and those issued by the US government are called treasury bonds.

### **Collective Investment Schemes**

These are funds where many investors pool their money together within a single investment fund. This allows them access to a wider range of investments than they could on their own. You'll also share both the costs and potential benefits with other investors. Collective Investment Schemes, such as OEICs, Unit Trusts, Mutual funds, usually target investments in geographic regions (like emerging market countries) or specific themes (like technology or property).

### **Corporate Bonds**

These are loans to companies where the buyer of the corporate bond lends money in return for regular interest payments and the promise that the amount loaned will be repaid on a set future date.

### **Derivatives**

These are financial products like futures and options which are generally an arrangement between different parties to buy or sell a standard quantity of a specified asset on a fixed future date at a price agreed today.

### **Equities**

Equities are also known as shares or stocks. They are a share of the ownership of a company. When you invest in equities, you become a shareholder.

### **Financial Times Stock Exchange (FTSE)**

Source: London Stock Exchange Group plc and its group undertakings (collectively, the 'LSE Group'). © LSE Group 2025. FTSE Russell is a trading name of certain of the LSE Group companies. eg, 'FTSE®' 'Russell®', 'FTSE Russell®', 'MTS®', 'FTSE4Good®', 'ICB®', 'Mergent®', 'The Yield Book®,' are a trademark(s) of the relevant LSE Group companies and are used by any other LSE Group company under license. 'TMX®' is a trademark of TSX, Inc. and used by the LSE Group under license. All rights in the FTSE Russell indexes or data vest in the relevant LSE Group company which owns the index or the data. Neither LSE Group nor its licensors accept any liability for any errors or omissions in the indexes or data and no party may rely on any indexes or data contained in this communication. No further distribution of data from the LSE Group is permitted without the relevant LSE Group company's express written consent. The LSE Group does not promote, sponsor or endorse the content of this communication.

### **Floating Rate Notes**

Short-term loans to financial companies, like banks. The investor receives interest payments, which may go up or down, and at the end of an agreed period the company has to repay the original loan.

### **Government Bonds**

Loans to the government where the buyer of the government bond lends money to the government. In return, they get regular interest payments and the promise that the initial sum will be repaid on a specified later date.

## Hedging

This is a strategy used to help reduce or limit financial risk. It involves making a deal in one market in order to try to protect against possible losses in another. Often used by Hedge Funds.

## Index-Linked Securities

Are similar to fixed interest investments but the payments to the investor are designed to increase in line with inflation.

## Investment Grade

A credit rating agency such as Standard & Poor's, can assess the reliability of corporate and government bonds and give a rating. The rating indicates whether the agency believes that the bond issuer has a relatively low risk of missing payments to the buyer of the bond. Bonds with credit ratings of AAA, AA, A or BBB are considered investment grade, while those rated BB or lower are often referred to as junk bonds.

## Money Market Investments

These are cash and investments similar to cash such as bank deposits, certificates of deposits, fixed interest securities or floating rate notes. They usually have a life of less than a year.

## OEIC (Open Ended Investment Company)

An OEIC is a type of investment fund that allows investors to pool their money together to invest in a portfolio of companies, assets and other commodities with the aim of generating a return. The OEIC is equally divided into shares which will vary in price and in the number issued. When new money is invested, additional shares or units are created to match the current share price.

## Preference Shares (also called Preferred Stock or Preferred Shares)

Shares in a company which give their holders a right to a fixed dividend payment. Some preference shares also come with voting rights.

If you own preference shares, you receive dividends before common shareholders, and if the company goes bankrupt, you'll be paid from company assets before common shareholders (but after debt holders).

## Shares

See Equities.

## Smaller Companies

These are Companies that you can find on a recognised stock exchange which have a lower market value than larger, well-established companies. In the UK, smaller companies are typically those ranked outside the top 350 in the FTSE All-Share Index.

## Units/Unit Linked

Unit linked funds are divided into smaller portions, called units, which represent the money you've invested. The price of units change on a daily basis and are based on the value of the assets held within the fund. This means your total fund value will go up or down depending on the unit price at any given time.

## Further information

If you're looking for more information then please speak to your financial adviser.

[pru.co.uk](https://pru.co.uk)

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