

This is just for UK advisers – it's not for use with clients



Providing financial strength, stability and support

Your questions answered



A strong proposition

Prudential has been looking after the financial interests of its customers since 1848.

In 1999, Prudential Group acquired M&G, a pioneer of unit trusts in the UK and a leading provider of investment products.

In October 2019, M&G demerged from Prudential plc and listed on the London Stock Exchange as a new independent company, M&G plc. Prudential is part of M&G plc.

M&G plc is a savings and investment company with a long-term outlook, bringing the M&G Investments business together under one roof with the UK and European parts of Prudential.

These are exciting times for M&G plc, but at the forefront of this is our relationship with you.

Our commitment to helping customers improve their financial futures remains as strong as ever.

So what makes M&G financially strong?



Assets under Management

£343.5 billion* assets under Management and Administration (AuMA)

Over £61 billion*

PruFund AuMA

£129 billion**

With-Profits Fund AuMA

Figures as at 31 December 2023



Our brands



Our international asset manager, established in 1931.



Founded in 1848, manages long-term savings for customers in the UK and Europe.



Our global real estate business, one of the world's largest commercial property investors.



Invests in and builds essential infrastructure that society needs.



Our new integrated wealth management offering, established in 2020.



Our ratings



A
S&P Global Ratings

A3
Moody's

A+
FitchRatings



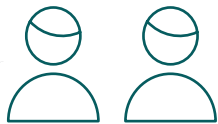
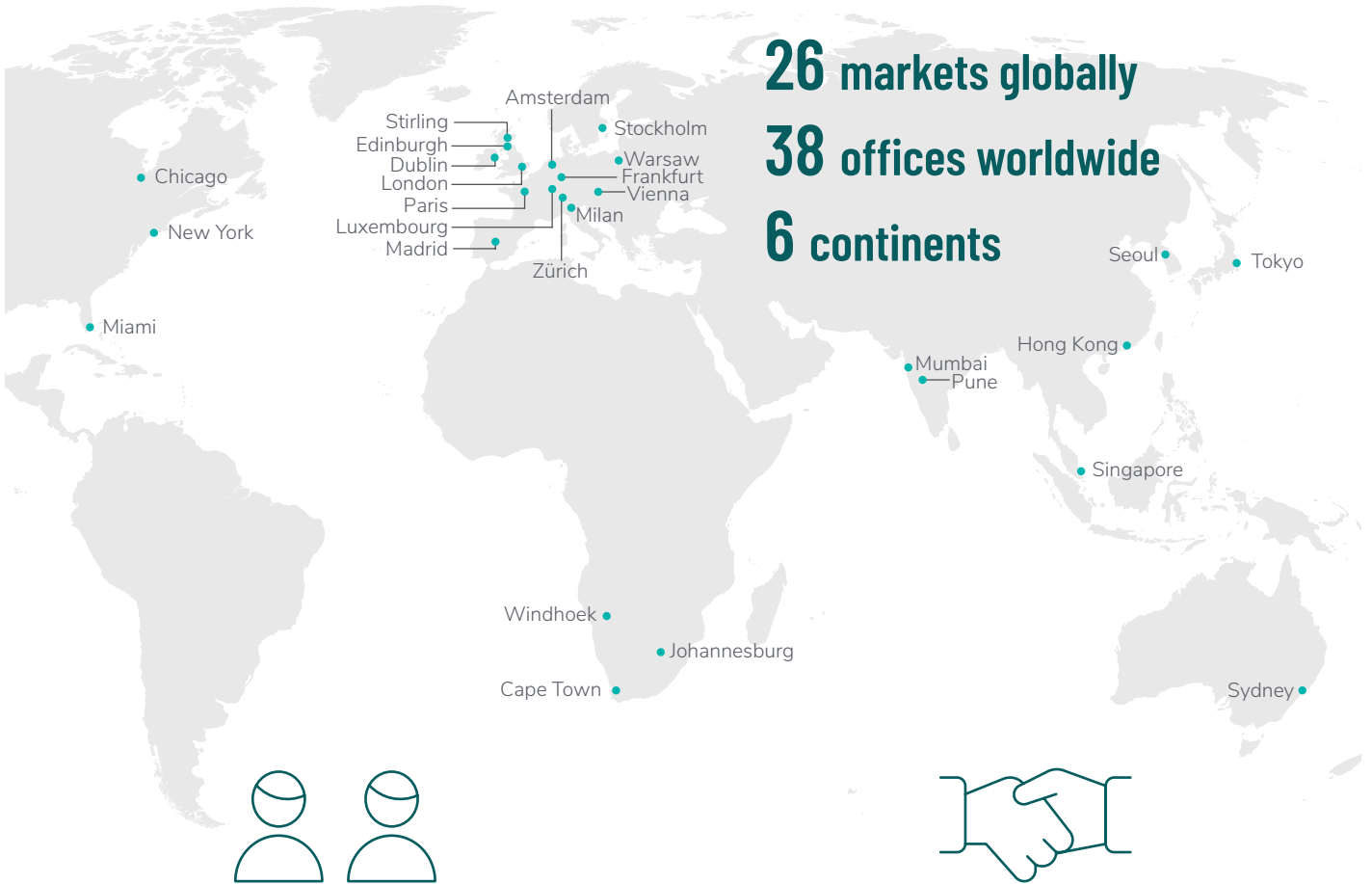
A+
S&P Global Ratings

A1
Moody's

AA-
FitchRatings

Source: S&P, Moody's & Fitch websites as at June 2024.

Our global reach



We are an international savings and investments business serving:

4.6 million+
retail customers

We manage and administer their assets through mutual funds.

900+
institutional customers

We are growing our institutional franchise from being UK-focused to having an established international footprint.



Founded in 1848, Prudential manages long-term savings, investments and retirement solutions for our customers in the UK and Europe.



Established in 1931, M&G Investments is an international asset manager serving individual and institutional investors.

Figures as at 31 December 2023.

The Financial Services Compensation Scheme (FSCS)

Prudential Assurance Company Limited and other UK authorised and regulated firms in M&G plc are covered by the FSCS.

The Terms & Conditions for the policy or investment may have more information on limits in the scope of FSCS cover.

More information is available from FSCS at: [fscs.org.uk](https://www.fscs.org.uk)

An international savings and investments business

Operating segments

Asset Management

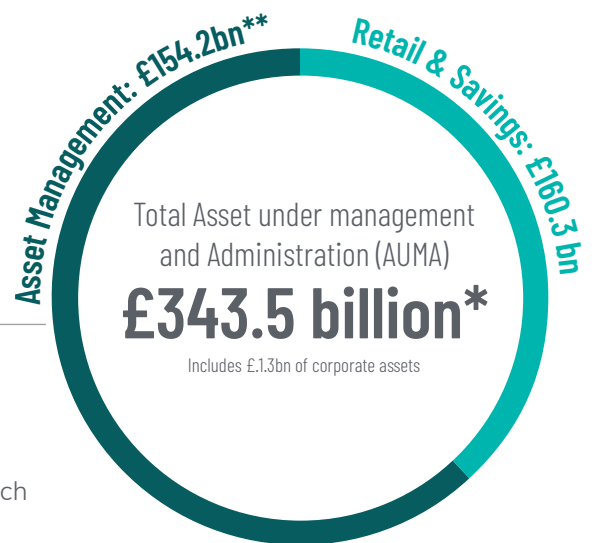
Our solutions are backed by investment management capabilities spanning both public and private markets. Our approach to investing is active, thoughtful, long-term and responsible.

- Our distribution is diversified. In UK Retail, our solutions are distributed through independent financial advisers and through our own wealth management platform. Internationally, we partner with local and global banks. Solutions for our institutional clients are typically arranged directly or in cooperation with specialist consultants.
- We continually invest in new technologies to help our customers and their advisers interact more easily and effectively with us, while improving efficiency.

Retail & Savings

Our Retail and Savings operating segment includes M&G Wealth, our Heritage business, which was previously a stand alone operating segment.

- Heritage customers are invested in the same With-Profits Fund which powers smoothed solutions in our Savings and Asset Management segment. This is a £129 billion global multi-asset fund with a strong track record of smoothed returns spanning decades.
- In our Heritage business, we hold capital to protect customers' outcomes and in doing so we actively manage our balance sheet to be as efficient as possible with our financial resources.
- Heritage customers also benefit from our ongoing investments in technology and innovation.



* as at 31 December 2023.

** Includes Institutional AUMA of £98.2bn.

With-Profits Fund

For more than a century, Prudential has been helping savers in the UK to smooth out the ups and downs of their investments through our With-Profits Fund.

At £129 billion* of AuMA, our With-Profits Fund is the largest and one of the financially strongest with-profits funds in the UK. Our fund size and strength allows us to invest in a wide range of asset types and individual companies. This portfolio of global assets aims to provide customers with steady, reliable returns over time.

The reliability of the Fund's return is underpinned by three aspects of with-profits: the performance of the investments, the management of risk that comes with a diversified portfolio of assets and the smoothing process.

Today, new customers in the UK can invest in the With-Profits Fund through our PruFund range of funds, which currently has Over £61 billion* of funds under management.

* as at 31 December 2023.



How we compare with other companies

Prudential is rated A+ (Stable) for financial strength by Standard & Poors. This is one of the highest ratings currently given to any UK life assurance company.

Company	Standard & Poor's	Moody's
Prudential Assurance Co. Ltd	A+ (Stable)	A1 (Stable)
AEGON (Scottish Equitable plc.)	A+ (Negative)	Baa1 (Stable) [#]
Aviva L&P UK Ltd/Aviva plc	AA- (Stable)	Aa3 (Stable)
Canada Life Assurance Co.	AA (Stable)	Aa3 (Stable)
Legal & General Assurance Society Ltd	AA- (Stable)	Aa3 (Stable)
Liverpool Victoria Friendly Society Ltd	BBB (Stable)	Not Rated
Royal London Mutual Ins. Society Ltd	A (Stable) [#]	A2 (Stable)
Scottish Widows plc.	Rating W/D	A2 (Stable)
abrdrn plc	BBB+ (Stable) [#]	Baa1 (Stable) [#]

Source: S&P & Moody's websites as at Feb 2024.

[#] Issuer rating.

What we can provide

Asset allocation expertise	Our specialist and dedicated asset allocation knowledge can offer the solution for you to 'outsource' this time consuming and resource heavy work.
Governance	Having the time to review and understand each part of the investment management process, on a regular and comprehensive basis for funds that invest globally, can be very difficult. We offer funds that include governance controls from either internal or independent third party experts.
Risk managed solutions	Our Risk Managed Active and Risk Managed Passive ranges aim to maximise potential returns within defined parameters so that a fund manager does not 'chase' performance and provides funds that stay true to their original risk profile.
Asset liability management	Funds, such as With-Profits, come with controls and independent reviews in respect of their financial strength and how liabilities are managed. The fund manager can then work within these parameters, whilst the investor knows these are being monitored for them.
Product features	Not all clients are the same, and a range of choices (such as smoothing mechanisms, guarantees and other product features) gives more choice in meeting different client's needs.

M&G Investment Management Ltd (MAGIM), part of the M&G Group, are the investment managers for the Risk Managed Active range and Risk Managed Passive range. They make the relevant adjustments to the portfolios based on M&G Treasury and Investment Office (T&IO) recommendations.

For more information on our funds our T&IO, see the next page. Or for additional Governance or Due Diligence support, please visit [pruadviser.co.uk](https://www.pruadviser.co.uk) or speak to your Prudential Account Manager.

Risk Mapping

We have a range of independent and third party risk mapping reports available for our Risk Managed and PruFund range of funds. These will help you understand more about the investment process behind these funds – the asset allocation, risk level and performance of each fund and how they can be assessed in terms of suitability and selection.

You'll find all the latest reports here:

Risk Managed Active

Risk Managed Passive

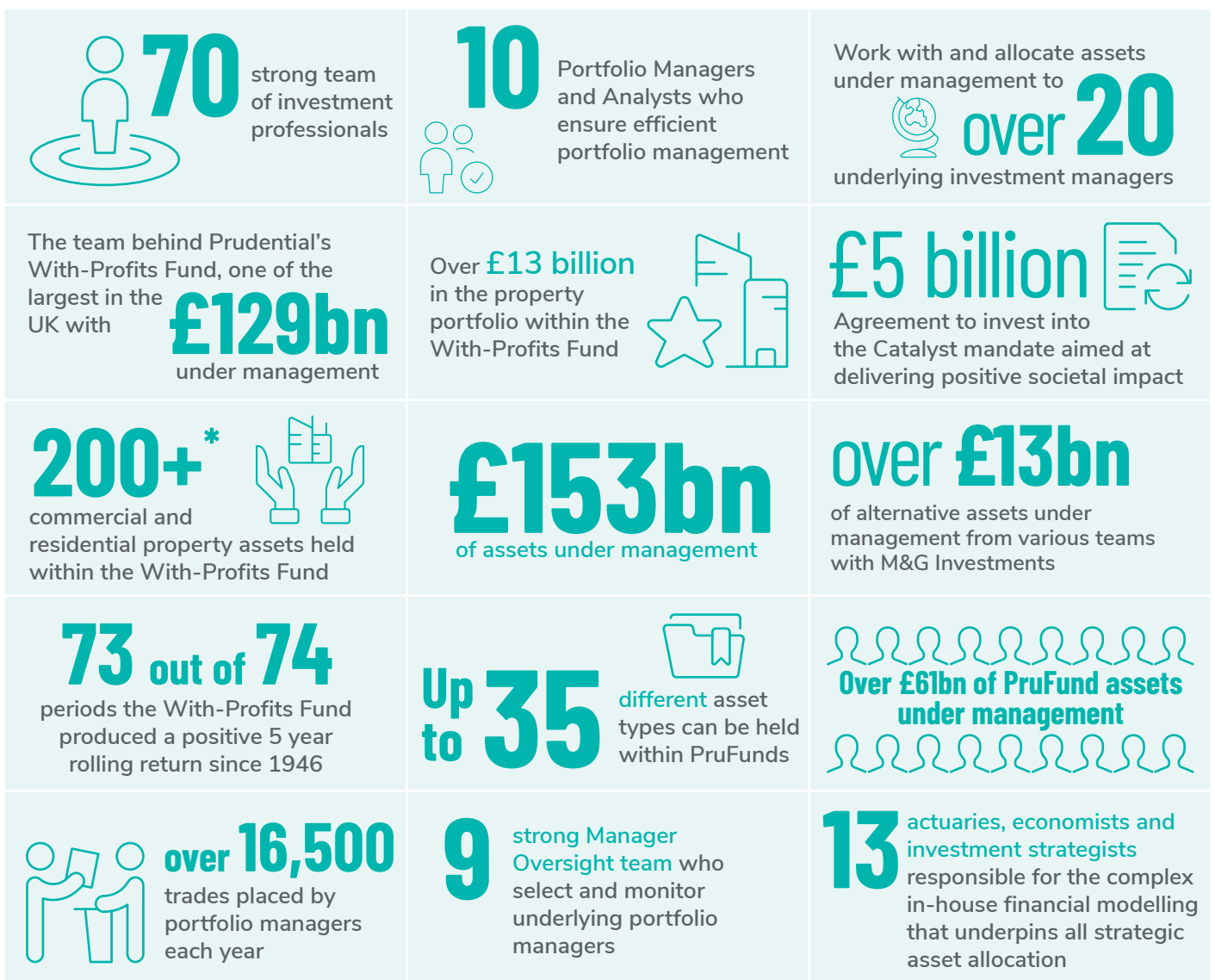
Risk Managed Smoothed

M&G Treasury & Investment Office (T&IO) – experts in diversified investments

M&G Treasury and Investment Office (T&IO) oversee approximately £153bn* across a range of highly competitive multi-asset investment solutions, unit linked funds and annuities on behalf of Prudential Assurance Company.

T&IO has great strength in depth with a team that includes investment professionals with expertise in capital market research, investment strategy design, liability management, derivatives and portfolio management. They are the team behind one of the UK's largest With-Profits Funds – and many other Prudential funds.

* as at 31 December 2023



* includes both direct property exposures and collective investment vehicles. The total level of assets backing the With-Profits business in the Fund was £129bn as at 31 December 2023.

Source: T&IO, as at 31 December 2023.

