

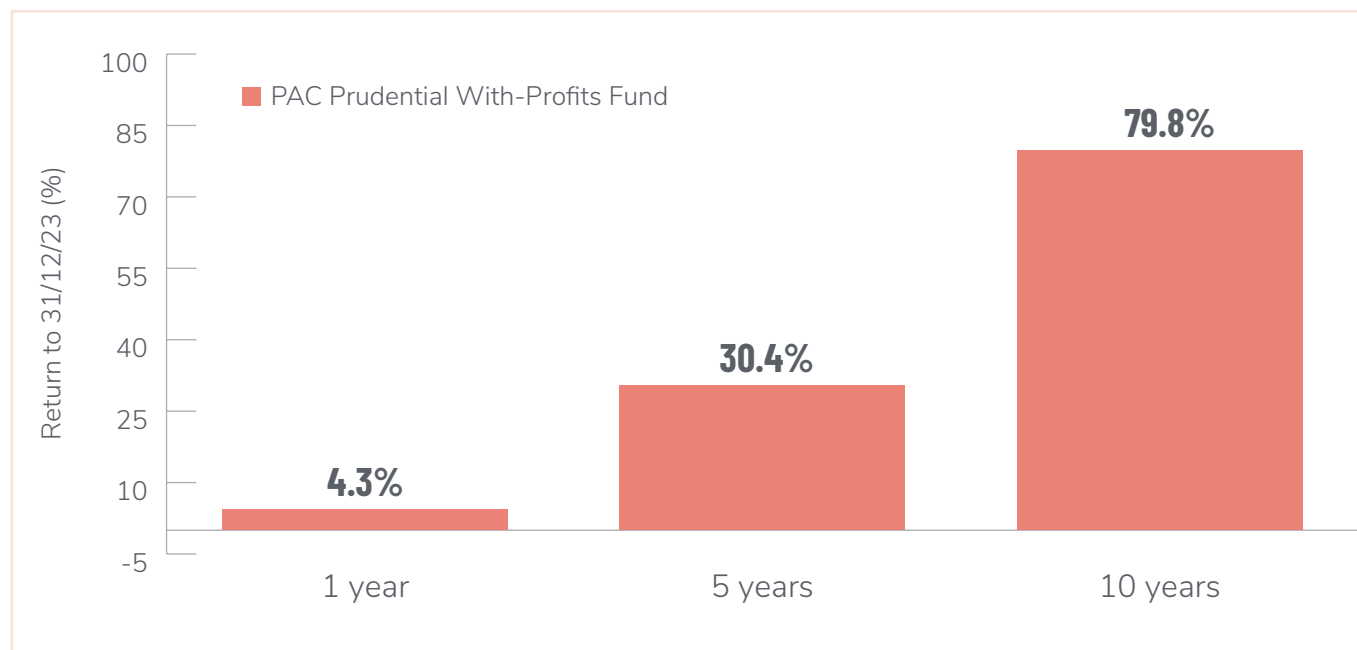
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# 2024 Bonus Rates

## With-Profits Pension Annuity

In 2023, our globally diversified With-Profits Fund produced a positive return in changeable, and fast moving, economic conditions. Our With-Profits Pension Annuity customers have also benefitted from the application of smoothing to provide a more stable return from year-to-year.

We're also delighted to have additional money in our With-Profits Sub-Fund to share with our With-Profits Pension Annuity customers at this bonus declaration which increases the unsmoothed value of their plans by 1.25%. The amount being shared is £1bn. The additional money shared, is reflected in our Additional Bonuses from this year. You shouldn't expect to get additional money in the future. There's also a chance we might have to take back the additional money distributed this year (or in previous years) in future but, unless something very unusual happened, we wouldn't expect to have to do this. You can find out more on our website at: [pru.co.uk/aboutadditionalmoney](https://pru.co.uk/aboutadditionalmoney)



Source: Prudential. All figures to 31 December 2023. With-Profits performance is gross of tax, and before charges and the effects of smoothing. Past performance is not a reliable indicator of future performance.

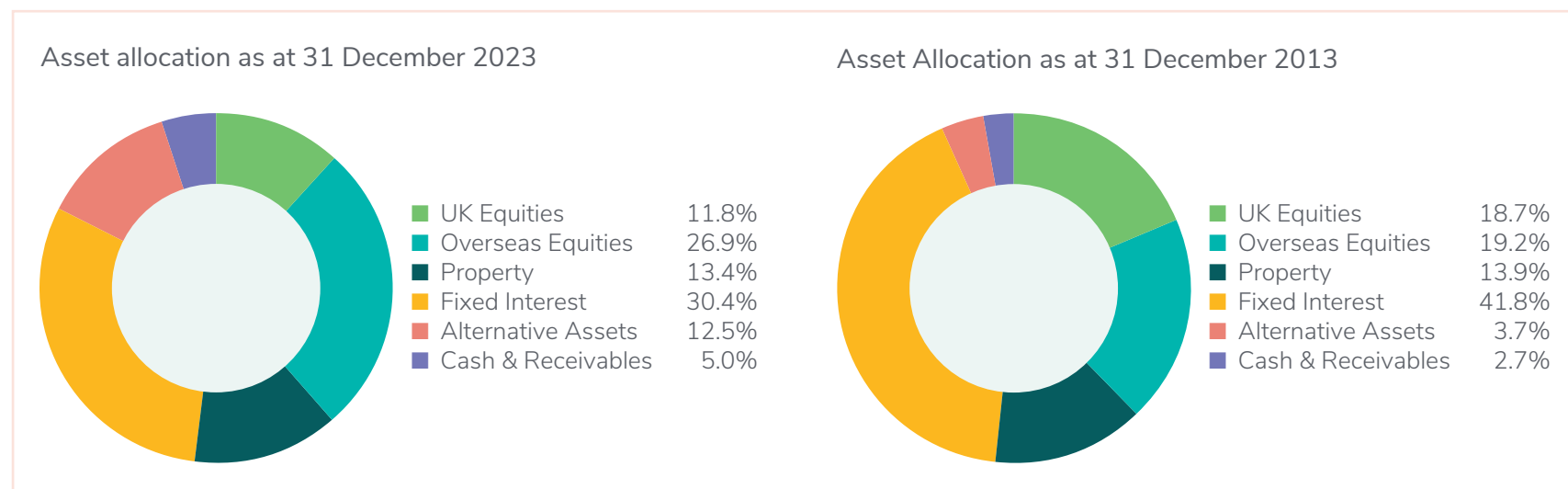
The change your client sees in their income from one yearly statement to the next will not reflect the underlying fund performance exactly. This is due, primarily, to the effects of smoothing and the application of Plan charges.

Your client's yearly statement shows the change in income as a result of the bonuses declared in the February 2024 Bonus Declaration, after allowing for the selected Anticipated Bonus Rate.

## What type of assets make up Prudential's With-Profits Fund?

Our With-Profits Fund managers aim to secure the highest total return for the fund over the long-term (after any tax and investment expenses) while maintaining an acceptable level of risk and protecting our planholders.

It is invested in a mix of assets – equities and property and cash/fixed income assets to provide the potential for investment growth and enable the fund to smooth the short-term volatility and provide the guarantees offered.



Source: Prudential 31 December 2023. We have shown the asset allocation as at 31 December 2013 for comparison purposes.

We regularly review asset allocations and they may vary from time to time, but they will, at all times, be consistent with the Fund's objectives.

Some of our products also offer access to the other asset pools which have different asset mixes to those shown above.

## What are the bonuses?

By linking the income from your client's With-Profits Annuity to the performance of our With-Profits Fund, their income could increase during their retirement, although it could also fall.

We aim to secure the highest total return for your client over the time they have their Plan, while maintaining an acceptable level of risk. In addition, we use our bonus process to smooth some of the extreme ups and downs of short-term investment performance.

Your client's level of income depends on their selected Anticipated Bonus Rate (ABR). The higher their chosen ABR then the higher their income, but the lower the potential for future increases in their income, and the greater the risk of falls in their income over time.

Your client's future level of income depends on the level of Regular Bonus and Additional Bonus we declare relative to their selected ABR. These bonuses represent their fair share of the investment return, after charges and smoothing, earned on the With-Profits Fund since the start of their Plan.

Any guaranteed level of income on your client's Plan will be shown on their yearly statement.

The returns for our customers are made up of two elements – Regular and Additional Bonus.

## Regular Bonus

When we decide Regular Bonuses a number of factors are considered, including the economic outlook and the returns we expect our investments to earn in the future. After taking these factors into account, we're pleased to announce that the Regular Bonus has been increased this year to 1.75%, which will add further to the guaranteed benefits of customers. This rate of Regular Bonus is part of our ongoing prudent management of the level of guarantees, which will allow the With-Profits Fund to retain investment flexibility and to better withstand any future market volatility.

## Additional Bonus

When setting Additional Bonuses, we look at the investment performance of our With-Profits Fund for each group of customers. Additional Bonuses are also affected by our charges, and changes in how long we expect our With-Profits Pension Annuity customers to live. The Additional Bonuses we've declared are shown in the table.

We don't guarantee to add a Regular Bonus every year, but once a Regular Bonus has been added, it can't be removed. Any Additional Bonus may be reduced or removed and isn't guaranteed.

Date annuity started (starting from 06 April)	2024 Additional Bonus Rates %
1991/92	327.00
1992/93	364.00
1993/94	241.00
1994/95	278.00
1995/96	246.00
1996/97	236.00
1997/98	198.00
1998/99	185.00
1999/00	178.00
2000/01	152.00
2001/02	169.00
2002/03	212.00
2003/04	213.00
2004/05	177.00
2005/06	146.00
2006/07	116.00
2007/08	110.00
2008/09	142.00
2009/10	185.00

## Bonus history

Year of Declaration	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Regular Bonus (%)	10.50	9.50	8.50	7.75	7.25	7.00	6.50	6.00	5.50	5.00	4.50	3.00	2.75	2.75	2.75	2.75	2.75
Date annuity started	Additional Bonus applicable in following policy year (%)																
6/4/1991 to 5/4/1992	0.00	0.00	2.00	4.50	12.75	20.00	30.00	40.00	47.50	55.75	50.75	35.50	35.25	40.50	51.75	69.75	83.25
6/4/1992 to 5/4/1993		0.00	0.00	2.50	9.00	18.50	27.50	36.50	43.50	51.50	47.00	32.25	32.00	42.50	53.75	72.00	85.25
6/4/1993 to 5/4/1994			0.00	1.50	5.25	12.00	20.00	28.00	34.50	42.00	37.25	23.50	23.25	26.75	36.75	53.00	64.00
6/4/1994 to 5/4/1995				0.50	3.00	8.00	15.00	22.00	28.00	35.00	30.50	17.50	17.25	26.50	36.50	52.75	64.25
6/4/1995 to 5/4/1996					1.25	4.50	11.00	17.50	23.00	29.50	25.25	12.75	12.50	20.00	29.50	44.75	56.25
6/4/1996 to 5/4/1997						1.75	6.50	12.50	17.50	23.50	19.50	7.50	7.25	12.25	21.25	35.50	45.50
6/4/1997 to 5/4/1998							2.25	7.75	11.50	15.25	11.50	0.25	0.00	2.00	10.00	23.00	32.50
6/4/1998 to 5/4/1999								2.75	5.75	8.50	5.00	0.00	0.00	1.00	9.00	17.75	24.00
6/4/1999 to 5/4/2000									2.50	5.00	1.75	0.00	0.00	2.75	10.50	19.25	24.75
6/4/2000 to 5/4/2001										2.25	1.50	0.00	0.00	3.75	7.00	15.50	19.75
6/4/2001 to 5/4/2002											1.50	0.00	0.00	4.50	12.50	21.50	26.75
6/4/2002 to 5/4/2003												0.00	3.50	10.75	19.50	29.00	37.75
6/4/2003 to 5/4/2004													3.50	10.00	18.75	28.25	35.75
6/4/2004 to 5/4/2005														4.25	12.50	21.50	28.00
6/4/2005 to 5/4/2006															8.00	16.50	20.00
6/4/2006 to 5/4/2007																4.50	7.00
6/4/2007 to 5/4/2008																	2.25
6/4/2008 to 5/4/2009																	
6/4/2009 to 5/4/2010																	

Source: Prudential as at February 2024. Prudential's With-Profits Pension Annuity closed to new business on 31 December 2009.

Past performance is not a reliable indicator of future performance and the rate of future bonuses cannot be guaranteed. Changes in the income payable from a With-Profits Pension Annuity will depend on the relationship between the bonuses declared and the Anticipated Bonus Rate (ABR). The income from a With-Profits Pension Annuity can fall as well as rise at an annual review. Bonuses declared will depend, principally, on the investment performance of the With-Profits Fund, changes in how long we expect our policyholders to live and expenses we incur. Additional Bonuses may be reduced or removed and are not guaranteed.

## Bonus history – continued

Year of Declaration	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Regular Bonus (%)	2.00	1.50	1.00	0.50	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.75	1.75
Date annuity started																
6/4/1991 to 5/4/1992	79.75	88.25	98.25	103.50	112.00	129.50	148.50	154.50	171.00	193.00	193.00	231.00	249.00	309.00	313.00	327.00
6/4/1992 to 5/4/1993	81.75	83.75	93.25	98.75	106.25	121.75	137.25	143.25	170.00	201.75	210.00	284.00	284.00	345.00	349.00	364.00
6/4/1993 to 5/4/1994	52.75	53.75	62.00	66.50	72.75	84.25	96.25	101.75	115.00	131.50	131.50	173.00	177.00	225.00	229.00	241.00
6/4/1994 to 5/4/1995	53.00	60.75	69.25	74.25	82.50	96.00	112.00	118.00	134.00	155.00	156.00	202.00	210.00	263.00	267.00	278.00
6/4/1995 to 5/4/1996	45.75	46.50	54.25	58.75	64.75	76.75	91.25	96.75	111.00	130.00	134.00	177.00	182.00	230.00	234.00	246.00
6/4/1996 to 5/4/1997	35.75	36.25	43.50	47.75	54.00	65.25	78.75	83.75	97.75	116.75	122.00	164.00	173.00	220.00	224.00	236.00
6/4/1997 to 5/4/1998	23.50	29.00	35.50	39.75	45.00	53.25	64.50	69.00	81.00	98.00	99.00	137.00	143.00	185.00	188.00	198.00
6/4/1998 to 5/4/1999	15.50	16.00	20.75	23.75	29.00	38.25	49.50	53.50	65.00	82.00	87.00	124.00	132.00	172.00	175.00	185.00
6/4/1999 to 5/4/2000	16.25	16.75	21.75	23.75	28.50	37.50	48.75	52.75	64.25	81.25	83.00	118.00	126.00	165.00	168.00	178.00
6/4/2000 to 5/4/2001	11.75	12.25	16.75	18.50	23.00	31.00	40.25	44.25	54.00	70.00	70.00	101.00	106.00	141.00	144.00	152.00
6/4/2001 to 5/4/2002	18.25	18.75	23.25	25.25	30.00	39.25	49.00	53.00	64.50	80.50	83.00	115.00	119.00	156.00	159.00	169.00
6/4/2002 to 5/4/2003	28.50	32.00	39.50	43.50	50.25	61.00	74.25	79.25	92.25	111.25	111.00	151.00	155.00	200.00	203.00	212.00
6/4/2003 to 5/4/2004	26.50	27.25	34.50	38.25	43.50	53.50	66.00	71.00	84.00	103.00	108.00	149.00	156.00	199.00	202.00	213.00
6/4/2004 to 5/4/2005	19.25	19.75	25.50	28.75	34.25	43.75	55.50	59.75	69.00	85.00	85.00	120.00	126.00	164.00	167.00	177.00
6/4/2005 to 5/4/2006	12.00	12.50	16.50	18.00	22.50	29.50	37.50	41.25	50.00	64.00	64.00	95.00	100.00	134.00	137.00	146.00
6/4/2006 to 5/4/2007	0.00	0.00	2.00	3.00	7.00	13.00	19.50	22.75	31.75	45.75	48.00	73.00	77.00	106.00	109.00	116.00
6/4/2007 to 5/4/2008	0.00	0.00	2.00	3.00	7.00	13.00	19.50	22.75	31.00	42.50	43.00	67.00	72.00	100.00	102.00	110.00
6/4/2008 to 5/4/2009	0.00	5.00	10.00	13.75	19.25	28.25	37.25	42.25	52.75	65.50	67.00	91.00	99.00	132.00	135.00	142.00
6/4/2009 to 5/4/2010		5.50	12.00	18.75	24.50	33.50	44.50	50.00	67.00	87.00	89.00	121.00	129.00	172.00	175.00	185.00

Source: Prudential as at February 2024. Prudential's With-Profits Pension Annuity closed to new business on 31 December 2009.

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