

2025 Smoothed Return Announcement

Income Choice Annuity

This document gives you information about the current and historic declared Smoothed Returns for your Income Choice Annuity (ICA) plan. If you have any questions after reading this, please speak to your financial adviser or give us a call. You can also visit pru.co.uk/existing-customers

So how have we done?

In 2024, the ability of our multi asset, globally diversified With-Profits Fund gave us the advantage to be able to seek out and benefit from opportunities across a wide range of different asset types. The Fund was able to invest across different regions, in both public and private markets, in which many saw growth despite uncertain economic conditions. As a result, a positive return of 7.3% (gross of tax) was achieved before charges and the effects of smoothing*.

In 2025, our With-Profits Fund managers will continue to evolve portfolios and capture new investment opportunities from around the world. Our managers aim to secure the highest total return for the Fund (after any tax and investment expenses) while maintaining an acceptable level of risk and protecting our customers.

* This describes the main asset pool in our With-Profits Sub-Fund, which is relevant to all of our Income Choice Annuity customers. Please see information specific to your Plan to find out more.

The table below shows our With-Profits Fund returns for this year and over the last 10 years.

Bonus Declaration Year										
Gross Fund Return in preceding year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
	3.6%	14.5%	10.3%	-2.8%	11.5%	1.7%	12.0%	-1.5%	4.3%	7.3%

Source: Prudential. 'Gross' refers to before tax, charges and the effects of smoothing. Fund returns do not include the additional surplus shared as part of the PAC Final 2020, 2022, 2023 and 2024 Bonus Declarations.

What does this mean for you?

The table below shows the Smoothed Returns we have announced this year, the impact this will have on your income is shown in your annual statement. The full Smoothed Returns history is shown on the back page. The change in your income each year won't reflect exactly the performance of the With-Profits Fund, because of the effects of smoothing and charges.

Effective Date (Annuity Start Date)																	
Announced Smoothed Return	09/03/09 to 05/04/09	06/04/09 to 05/04/10	06/04/10 to 05/04/11	06/04/11 to 05/04/12	06/04/12 to 05/04/13	06/04/13 to 05/04/14	06/04/14 to 05/04/15	06/04/15 to 05/04/16	06/04/16 to 05/04/17	06/04/17 to 05/04/18	06/04/18 to 05/04/19	06/04/19 to 05/04/20	06/04/20 to 05/04/21	06/04/21 to 05/04/22	06/04/22 to 05/04/23	06/04/23 to 05/04/24	06/04/24 to 05/04/25
	8.0%	7.5%	7.5%	8.0%	7.5%	7.5%	7.5%	7.0%	7.5%	7.5%*	7.0%*	7.5%*	7.5%*	7.5%*	7.5%*	7.5%*	7.5%*

* This applies to customers originating from our Flexible Lifetime Annuity (FLA) only.

Source: Prudential. **We can't predict the future. Past performance isn't a guide to future performance.** Changes in the income payable from an Income Choice Annuity will depend on the relationship between the Smoothed Return announced and the Required Smoothed Return needed to maintain your chosen income. The income from an Income Choice Annuity can fall as well as rise at each plan anniversary, subject to any guaranteed minimum level of income (known as the Secure Level) that applies. The Smoothed Return can be changed and it's not guaranteed until it becomes payable at the next plan anniversary.

What happens next?

Your annual statement shows you your new income amount based on the latest Smoothed Returns specific to your plan. It will also show you if you have the option to change your income or switch to a Prudential Guaranteed Pension Annuity. Please see your annual statement for more information.

Smoothed Return history

Effective Date Annuity Start Date																	
Announced Smoothed Return Year	09/03/09 to 05/04/09	06/04/09 to 05/04/10	06/04/10 to 05/04/11	06/04/11 to 05/04/12	06/04/12 to 05/04/13	06/04/13 to 05/04/14	06/04/14 to 05/04/15	06/04/15 to 05/04/16	06/04/16 to 05/04/17	06/04/17 to 05/04/18	06/04/18 to 05/04/19	06/04/19 to 05/04/20	06/04/20 to 05/04/21	06/04/21 to 05/04/22	06/04/22 to 05/04/23	06/04/23 to 05/04/24	06/04/24 to 05/04/25
2025	8.0%	7.5%	7.5%	8.0%	7.5%	7.5%	7.5%	7.0%	7.5%	7.5%*	7.0%*	7.5%*	7.5%*	7.5%*	7.5%*	7.5%*	7.5%*
2024	6.5%	6.0%	6.0%	6.5%	6.0%	6.0%	5.0%	5.5%	6.0%	6.0%*	5.5%*	6.0%*	6.0%*	6.0%*	6.0%*	6.0%*	
2023	2.0%	2.0%	2.0%	2.0%	2.0%	1.0%	1.0%	1.0%	1.0%	1.0%*	1.0%*	1.0%*	1.0%*	1.0%*	4.5%*		
2022	19.0%	19.0%	15.0%	15.0%	14.5%	14.5%	14.5%	14.0%	14.0%	10.0%*	10.0%*	10.0%*	10.0%*	9.0%*			
2021	5.0%	4.0%	2.5%	2.5%	2.5%	2.5%	2.0%	2.0%	2.0%	0.5%*	0.5%*	0.5%*	4.5%*				
2020	17.5%	15.5%	13.0%	13.0%	13.0%	13.0%	13.0%	12.5%	12.5%	6.5%*	6.5%*	4.5%*					
2019	2.5%	1.0%	1.0%	1.0%	1.5%	1.5%	1.5%	1.0%	1.0%	1.0%*	4.5%*						
2018	12.0%	11.0%	11.0%	11.0%	11.0%	11.0%	9.5%	8.0%	8.0%	6.0%*							
2017	10.0%	9.0%	8.0%	8.0%	8.0%	8.0%	7.0%	6.0%	6.0%								
2016	5.0%	5.0%	4.0%	4.0%	3.5%	3.0%	2.5%	5.0%									
2015	8.5%	8.5%	7.0%	7.0%	6.5%	6.0%	5.0%										
2014	8.0%	7.5%	6.5%	6.5%	6.5%	6.0%											
2013	6.0%	5.0%	4.5%	4.5%	6.0%												
2012	7.0%	6.5%	4.5%	6.0%													
2011	9.0%	7.1%	6.5%														
2010	8.5%	7.1%															
2009	7.1%																

* This applies to customers originating from our Flexible Lifetime Annuity (FLA) only.

Source: Prudential.

Our Smoothed Returns include, where applicable, additional money we shared with our Income Choice Annuity customers as part of last year’s Bonus Declarations. Our Smoothed Returns aren’t guaranteed. There’s also a chance we might have to take back the additional money distributed (in previous years) in the future, to protect the interests of all customers. Unless something very unusual happened, we wouldn’t expect to have to do this.

If you'd like to know more please read the Customer Friendly Principles and Practices of Financial Management (CFPPFM) relevant to your Plan. You can also read our Asset Mix and Investment Returns documents as they may be useful to you.

All are available on pru.co.uk/ppfm

pru.co.uk

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