

PruFund Range

Value Assessment June 2024

This document covers the following PruFund options:

- PruFund Growth
- PruFund Cautious
- PruFund Planet
- Risk Managed PruFunds

Our approach

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.

PruFund

The PruFund fund range is designed to suit different attitudes to risk and reward, for those wishing to invest for medium to long term, (5 to 10 years or more). There are the five Risk Managed PruFund funds, five PruFund Planet funds and also the PruFund Growth and Cautious Funds, the latter two included guarantee options (at an additional charge, when available).

Governance

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.

Due to the short period that the PruFund Planet range has been available, we are currently unable to undertake a performance benchmarking assessment over an appropriate period.

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

Total costs

The PruFund Value assessment only considers the value offered by the investment itself and not the value offered by the products or services in which the investment is held.

For example, no allowance is made for wrapper fees, adviser charges that are facilitated by the product or service holding PruFund or other services that are paid for from the product, such as discretionary investment management or platform related charges where applicable.

As an adviser you should consider all parts of the value chain within your value assessment and it is for you to decide if you wish to rely on the manufacturers' assessment of value.

Proposition Benchmarking

For products we manufacture, 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.

For more detail on the benefits and features of each product, including those that offer the PruFund range, please see the relevant product documentation.

As part of our ongoing product management process, we consider the foreseeable harms and poor customer outcomes that could result from the products 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.

Service

Delivering customer value and improving customer experience is at the heart of everything we do. Further information can be found here [mandg.com/pru/adviser/en-gb/insights-events/news/customer-duty/service](https://www.mandg.com/pru/adviser/en-gb/insights-events/news/customer-duty/service)

Customer Support & Understanding

In addition to the value assessment work and as part of the customer support and understanding outcome focus, the Customer Insights (CI) team have been working across the business to formulate research studies to test against Consumer Duty requirements.

The result of the initial research while mainly positive, has highlighted areas where improvements can be made. The CI team will continue working with independent testing agencies who've been providing Consumer Duty guidance for some time.

Fund availability

This table shows a number of places these funds are available

	Prudential PruFund Growth Fund	Prudential PruFund Cautious Fund	Prudential Risk Managed PruFund Funds	Prudential PruFund Planet Funds
Prudential Retirement Account	✓	✓	✓	✓
International Portfolio Bond	✓	✓	✓	✓
Flexible Retirement Plan [#]	✓	✓	✓	✗
Prudential ISA	✓	✓	✓	✗
Prudential Investment Plan	✓	✓	✓	✗
Prudential International Investment Bond [*]	✓	✓	✗	✗
Trustee Investment Plan	✓	✓	✓	✗
M&G Wealth Platform ISA/JISA	✓	✓	✓	✓
M&G Wealth Platform SIPP	✓	✓	✓	✓

* Available with currency options for PruFund Growth Fund and PruFund Cautious Fund (Sterling, Euro, US Dollar).

The Flexible Retirement Plan (FRP) closed to new business on 17 September 2018 but if your client is an existing FRP customer they can still make changes to their plan.

This is not a comprehensive list of the availability of these funds. Please refer to the appropriate fund guide or product information pages for more information.