

2025 Bonus Rates

Flexible Income Drawdown Plan and Flexible Lifetime Annuity
 (Effective from 6 April 2025)

This document gives you information about the current bonuses for the Flexible Income Drawdown Plan and Flexible Lifetime Annuity 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 to invest in a wide range of assets across regions and both public and private markets, once again benefitted the With-Profits Fund in an environment where many markets saw growth despite uncertain economic conditions.

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.

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 bonuses have we declared?

Regular Bonus

When we decide Regular Bonus rates, the main thing we consider is the return we expect our investments to earn in the future. We hold back some of this return with the aim of paying a proportion as a Final Bonus.

This is added to your Plan daily. It's not guaranteed that a Regular Bonus will be added each year, but once Regular Bonuses are added to your Plan, they can't be removed. If you take money from your Plan other than when the guarantee applies, you may not receive all of your Regular Bonus.

Our Regular Bonus for all Flexible Income Drawdown Plan and Flexible Lifetime Annuity customers is 1.75%

Final Bonuses

We apply this to your investment whenever you cash-in units. For example, to pay income, to pay charges or when you switch out of the With-Profits Fund to another investment fund. Final Bonus may vary and isn't guaranteed.

Overall Yields

The overall yields shown below are what you would receive if you sell your With-Profits units from 6 April 2025, and before our next Bonus Declaration.

Calendar year of issue	2025 Bonus Yield (%)	2024 Bonus Yield (%)
2025	6.55	
2024	7.50	6.75
2023	6.75	6.00
2022	6.00	5.25
2021	5.85	5.30
2020	5.75	5.35
2019	4.85	4.35
2018	4.95	4.60
2017	4.75	4.35
2016	6.35	6.20
2015	6.10	6.00
2014	6.15	6.00
2013	6.60	6.50
2012	6.75	6.65
2011	6.70	6.60
2010	6.55	6.45
2009	7.50	7.50
2008	8.25	8.25
2007	5.35	5.25
2006	5.35	5.25
2005	5.90	5.85
2004	6.35	6.35
2003	6.80	6.75
2002	6.60	6.60
2001	5.85	5.80

Source: Prudential.

We can't predict the future. Past performance isn't a guide to future performance. Final bonus is paid on policies becoming claims by death or reaching the final bonus addition date. The amount of Final Bonus is found by calculating the policy value using the Total Rate of Return and then taking the fund value, including the Regular Bonus, from this amount. With effect from 6 April 2025 until further notice the Total Rate of Return will be as above. The applicable Total Rate of Return may vary and isn't guaranteed.

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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