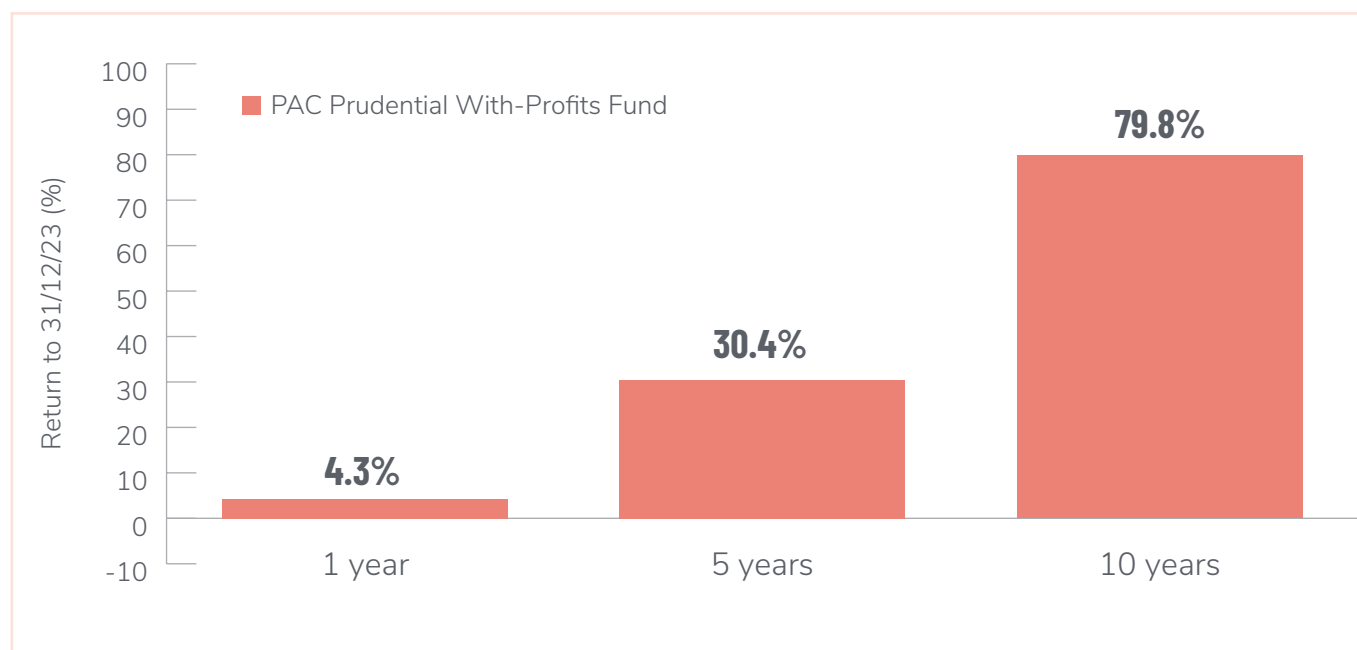


2024 Bonus Rates

Income Choice Annuity

In 2023, our globally diversified With-Profits Fund produced a positive return in changeable, and fast moving, economic conditions. Our Income Choice 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 Income Choice 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 Smoothed Returns from this year. Your client 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, if we needed it to protect the interests of all our customers and the financial strength of our With-Profits Fund. 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



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.

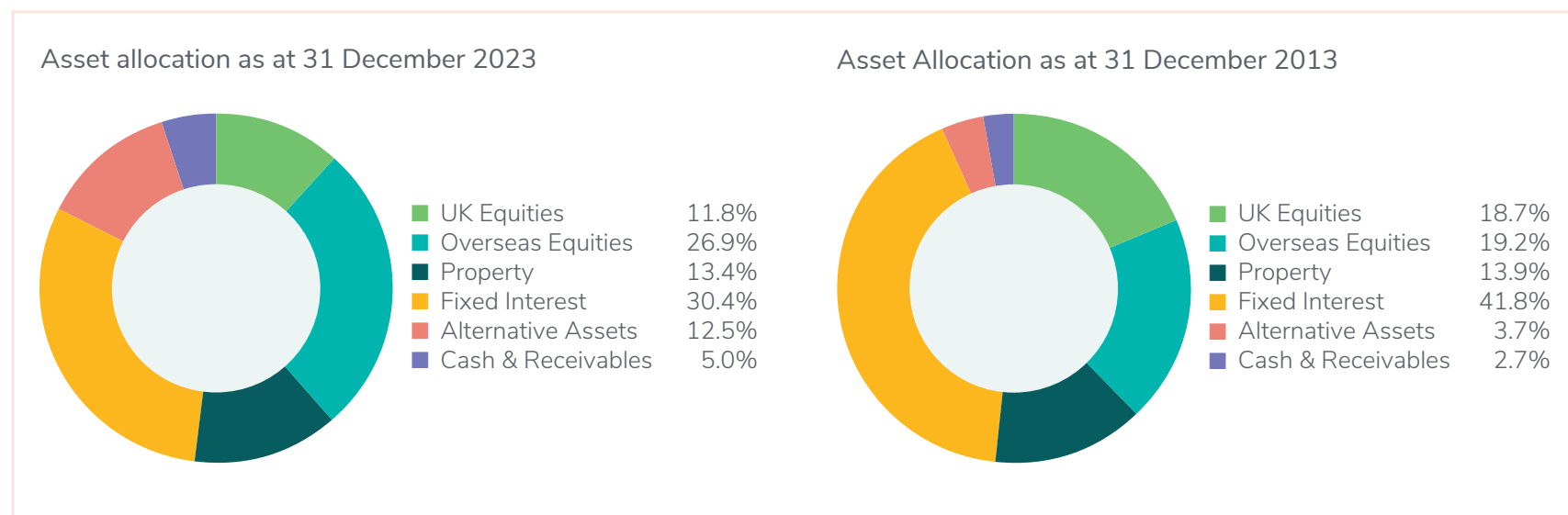
The change your client sees in their income from one yearly statement to the next will not reflect the underlying fund performance exactly. This is due, primarily, to the effects of smoothing and the application of Plan charges.

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 Required Smoothed Return.

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.

For ICA, only one type of bonus is declared, namely the Smoothed Return.

Following the announcement of our Smoothed Returns in the February 2024 Bonus Declaration, 78% of our Income Choice Annuity customers will see an increase in income at their next Plan anniversary from 6 April 2024.

Income Choice Annuity customers will typically see year-on-year changes in income in the range of 5% to 6.5% before allowing for the Required Smoothed Return (RSR), as a result of the Smoothed Returns announced in the February 2024 Bonus Declaration. This means that for a typical annuity customer with an RSR of 4.0%, their income may increase by up to 2.5% at their next Plan anniversary on or after 6 April 2024, depending on when their annuity started.

The rate of Smoothed Return can be reduced and is not guaranteed until the time that this bonus comes into payment.

	Year of Announcement	
	2024	2023
Effective Date of Annuity	%	
09-Mar-09 to 05-Apr-09	6.50	2.00
06-Apr-09 to 05-Apr-10	6.00	2.00
06-Apr-10 to 05-Apr-11	6.00	2.00
06-Apr-11 to 05-Apr-12	6.50	2.00
06-Apr-12 to 05-Apr-13	6.00	2.00
06-Apr-13 to 05-Apr-14	6.00	1.00
06-Apr-14 to 05-Apr-15	5.00	1.00
06-Apr-15 to 05-Apr-16	5.50	1.00
06-Apr-16 to 05-Apr-17	6.00	1.00

06-Apr-17 to 05-Apr-18*	6.00	1.00
06-Apr-18 to 05-Apr-19*	5.50	1.00
06-Apr-19 to 05-Apr-20*	6.00	1.00
06-Apr-20 to 05-Apr-21*	6.00	1.00
06-Apr-21 to 05-Apr-22*	6.00	1.00
06-Apr-22 to 05-Apr-23*	6.00	4.50
06-Apr-23 to 05-Apr-24*	6.00	

* Although closed to new business, there is an option for Flexible Lifetime Annuity (FLA) planholders to convert to ICA, therefore, these bonus cohorts exist for FLA customers only.

Source: Prudential. **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 clients 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.

Smoothed Return history

Announced Smoothed Return Year	Effective Date (Annuity Start Date)															
	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 05/04/2022	06/04/22 to 05/04/23	06/04/23 to 06/04/24
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.

Past performance is not a reliable indicator of future performance and the rate of future bonuses cannot be guaranteed. The value of any investment can go down as well as up and your clients may get back less than they have paid in.

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