



# PruFund Monthly Update – April 2025

Andy Papadopoulos – Intermediary Sales Director

Adrian Gaspar – Head of Client Portfolio Management

Ben Troke – Senior Investment Strategist

This is for UK adviser use only



# Important information

This presentation is for adviser use only, and is based on our current understanding of taxation, legislation and HMRC practice, all of which are liable to change and subject to an individual's own circumstances.

Please remember that past performance is not a reliable indicator of future performance. The rate of growth of funds and any income from them cannot be guaranteed. **The value of an investment can go down as well as up and your client could get back less than they have put in.** PruFund funds aim to grow your client's money while smoothing their investment journey.

The PruFund range of funds all invest in Prudential's With-Profits Fund, which is the largest with-profits funds in the UK. However, there are differences across the range of PruFund funds in their objectives and mix of assets, and how PruFund delivers returns to investors when compared to other With-Profits business, which means the returns received by investors will vary by fund choice.

Prudential set Expected Growth Rates (EGR); these are the annualised rates your client's investment would normally grow at. The EGRs reflect our view of how we think each PruFund fund will perform over the long-term (up to 15 years). Each PruFund fund has its own EGR and your client's investments into a PruFund will normally grow daily by the relevant EGR. Although we take a long-term view, we do review the rates every three months to allow for any changes, which may mean a change in EGR on a quarterly basis, up or down. While the EGR reflects our long term view, we need to check that the fund is performing as expected - if not we may need to make an adjustment to your client's fund value, either up or down. There are limits which set out when an adjustment would be required. The value of your client's investment in a PruFund fund is based on the Smoothed Price, this is the unit price, which grows daily by the EGR. We compare the Smoothed Price against the Unsmoothed Price – which reflects the value of underlying assets. If these move too far away from one another we need to adjust the Smoothed Price to narrow the gap. This could be a price increase or a price decrease. In certain circumstances we might need to suspend the smoothing process for one or more of the PruFund funds.



# What we will cover

- Unit Price Adjustments
- Markets
- Tariffs
- Current positioning
- Key messages
- Performance

## UPA position 25 April 2025

- No PruFund Series C, E, F adjustments
- Changes to PruFund Planet

### Planet – Series E

PruFund version	Last negative UPA	UPA
Planet 1	25/08/2023	-2.06%
Planet 2	25/10/2023	
Planet 3	25/08/2023	-3.16%
Planet 4	25/03/2025	
Planet 5	25/10/2023	-3.12%

### Planet – Series C

PruFund version	Last negative UPA	UPA
Planet 1	25/08/2023	-2.06%
Planet 2	25/10/2023	
Planet 3	25/08/2023	-3.16%
Planet 4	25/03/2025	
Planet 5	25/10/2023	-3.12%

## UPA position 25 April 2025 (continued)

### Planet – Series F

PruFund version	Last negative UPA	UPA
Planet 1	25/08/2023	-2.05%
Planet 2	25/10/2023	
Planet 3	25/08/2023	-3.14%
Planet 4	25/03/2025	
Planet 5	25/10/2023	-3.12%

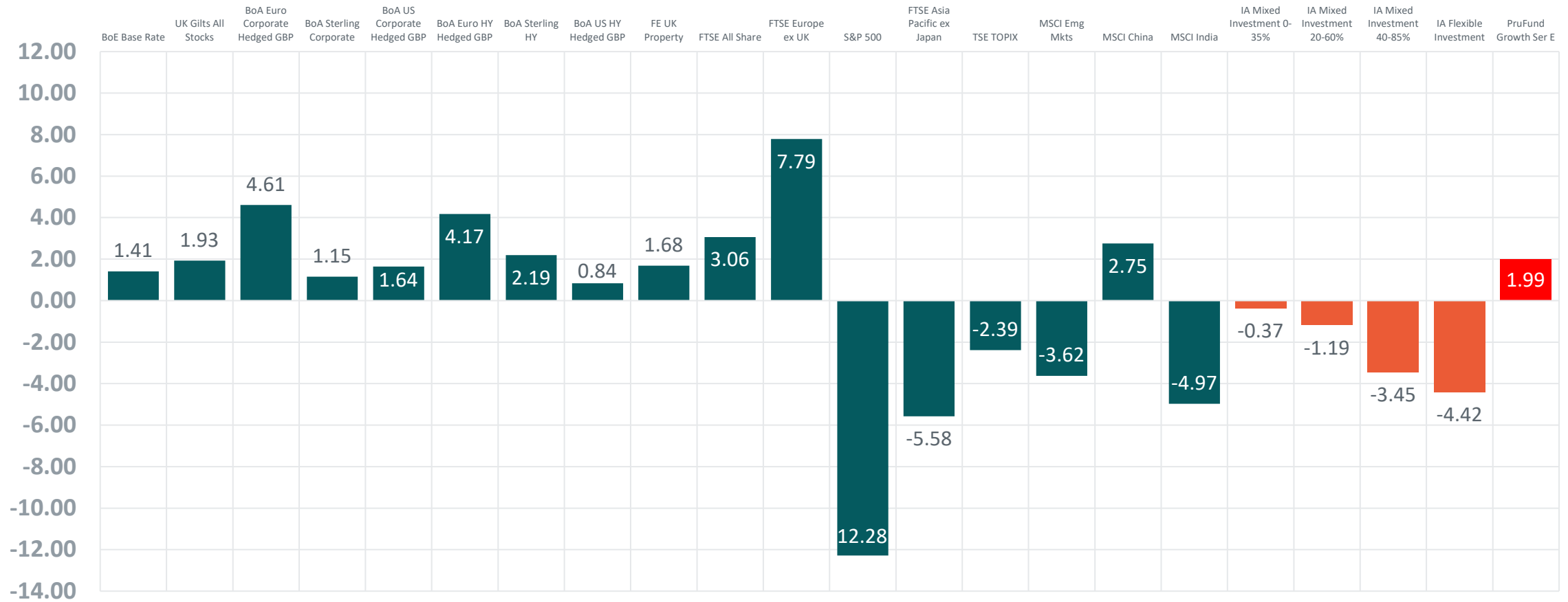
Source: Prudential. Full details at <https://www.mandg.com/pru/adviser/en-gb/funds/prufund-range>



## PruFund Planet

- Underweight Energy and Aerospace and Defence
- Bias to towards small/mid cap stocks with focus on 'Impact'
- Higher allocation to US was a tailwind but more recently a challenge
- Lower exposure to real assets

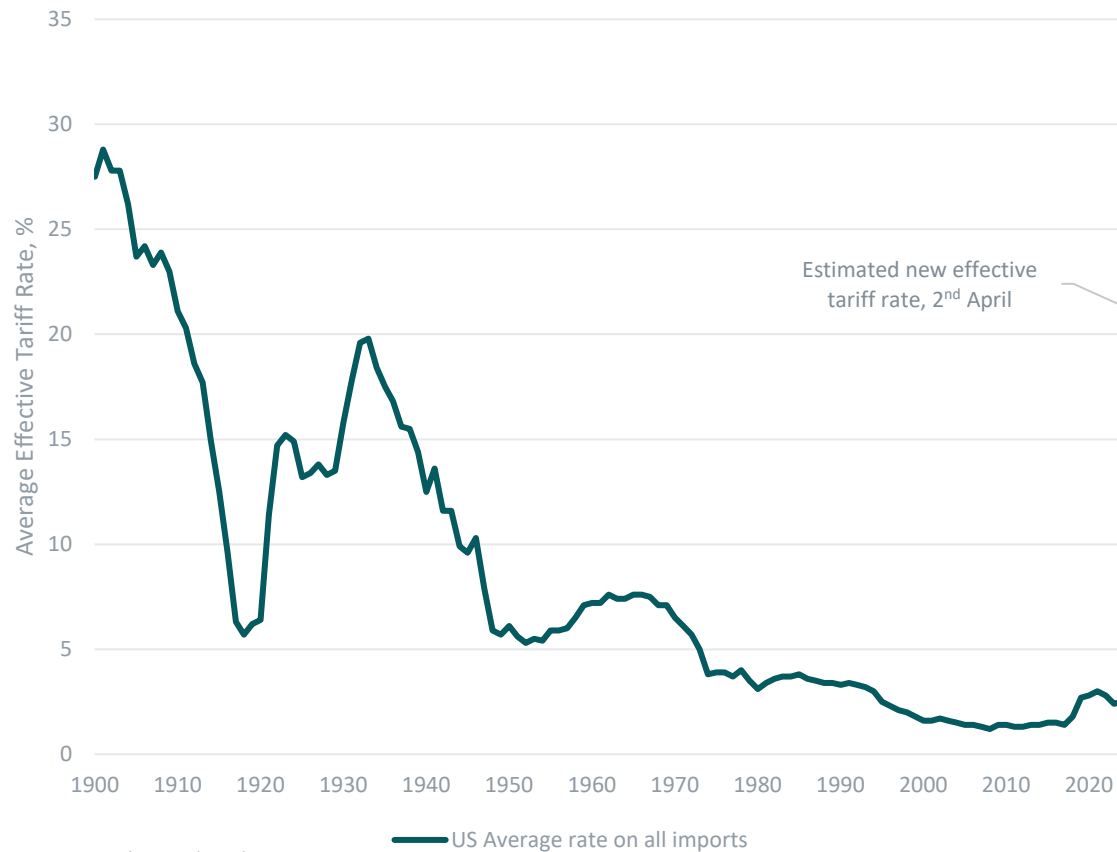
# Performance of markets since 31 Dec 2024



Performance of various indices in GBP over period from 31 Dec 2024 to 24 April 2025. **The value of an investment can go down as well as up. Your clients may get back less than they have paid in.** Source: FE Analytics

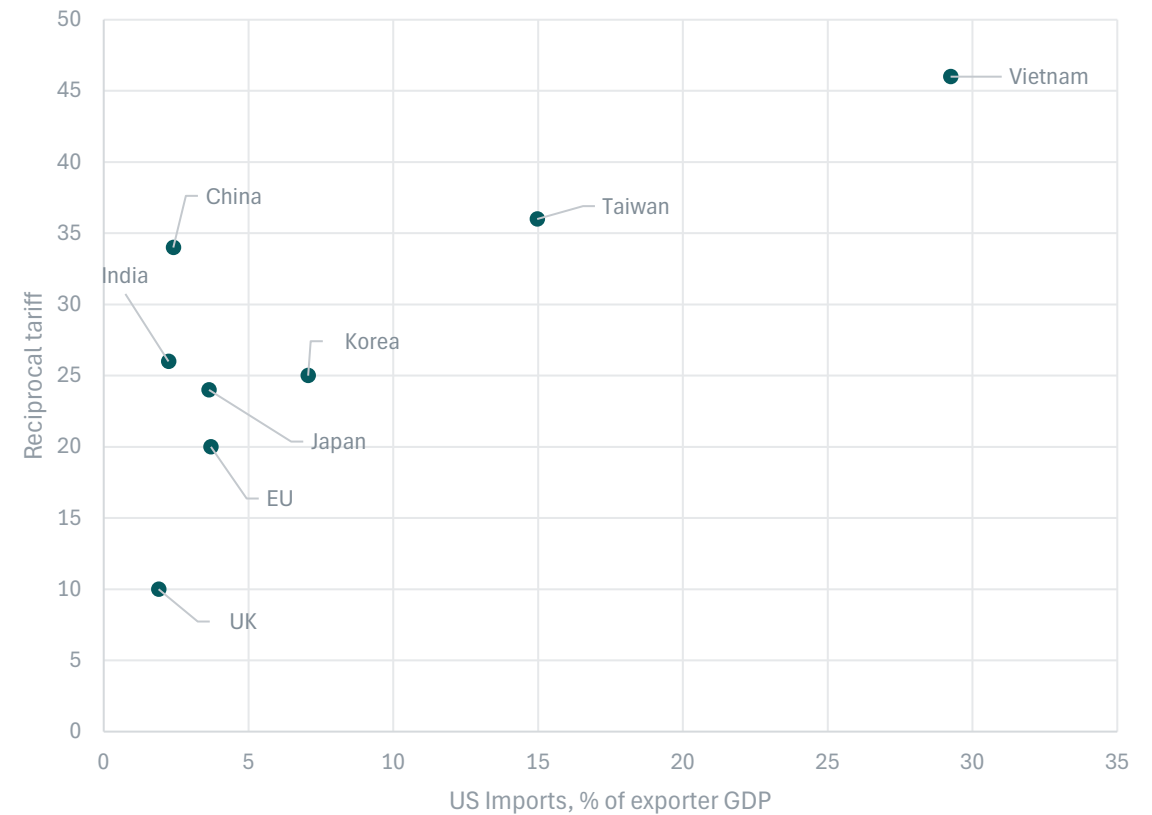
# Trump's trade war

## A century of integration undone



Source: Tax Foundation, 7th April 2025

## Trade partner tariffs



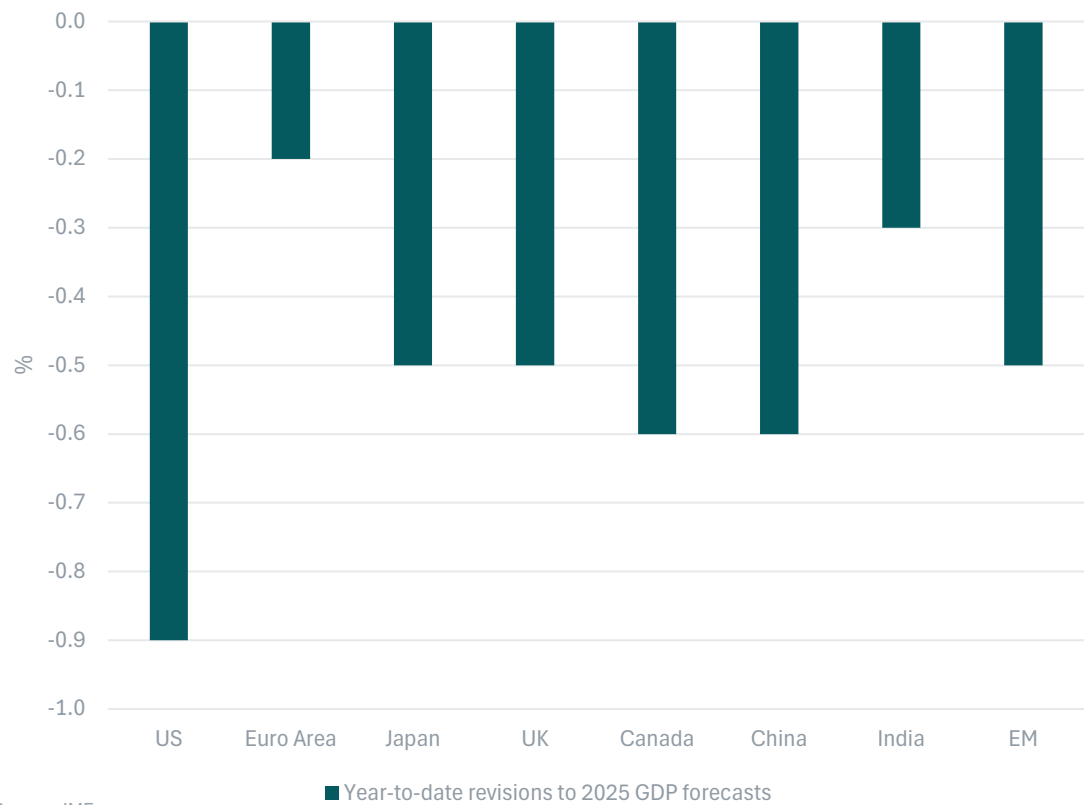
Source: Whitehouse, IMF. Data as of 2<sup>nd</sup> April 2025

Note: Chart data reflects reciprocal tariffs announced on 2<sup>nd</sup> April 2025. The actual implementation of tariffs remains fluid, with a 90-day pause subsequently announced for most, whilst tariffs on China have been ratcheted higher as a tit-for-tat escalation unfolds.



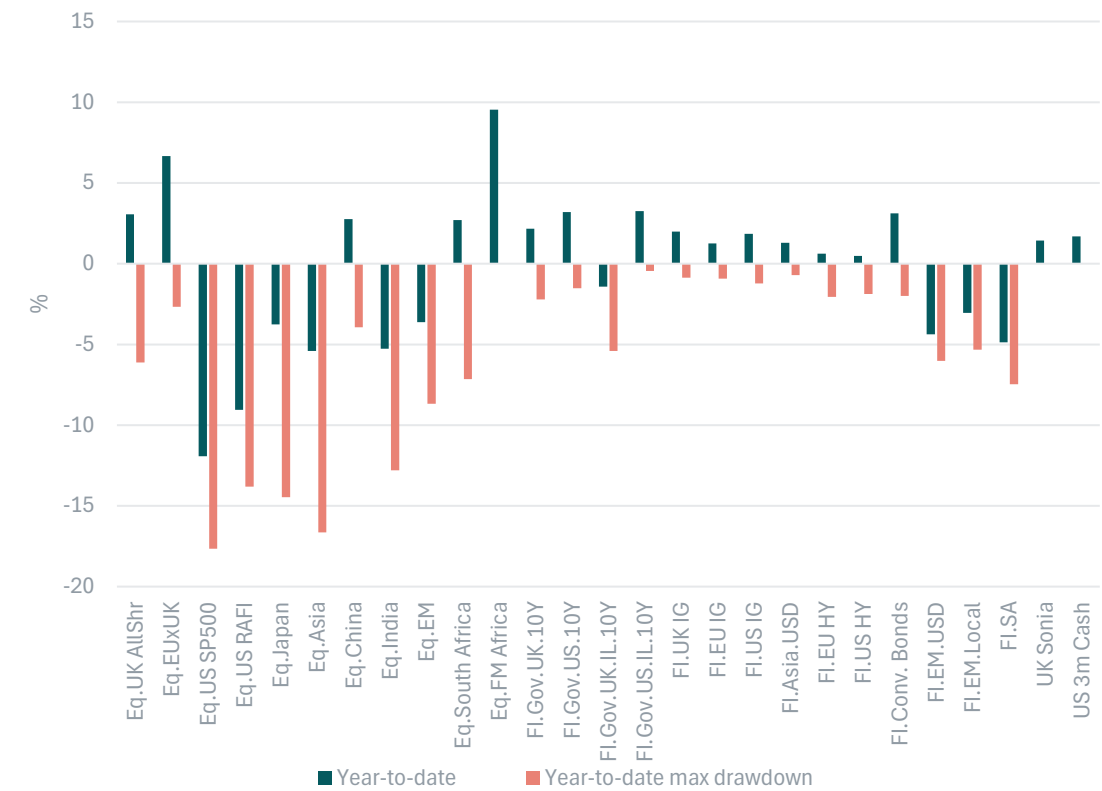
# Assessing the impact

## Revisions to forecasts



Source: IMF

## Market impact



Source: LSEG, as of 24<sup>th</sup> April 2025

# Wider implications – diversification matters

## Straining US privilege

- US exceptionalism being tested
- US valuations based on strong growth assumptions are vulnerable
- Impact of tariffs on inflation holding back Fed support
- US dollar under pressure from capital outflows

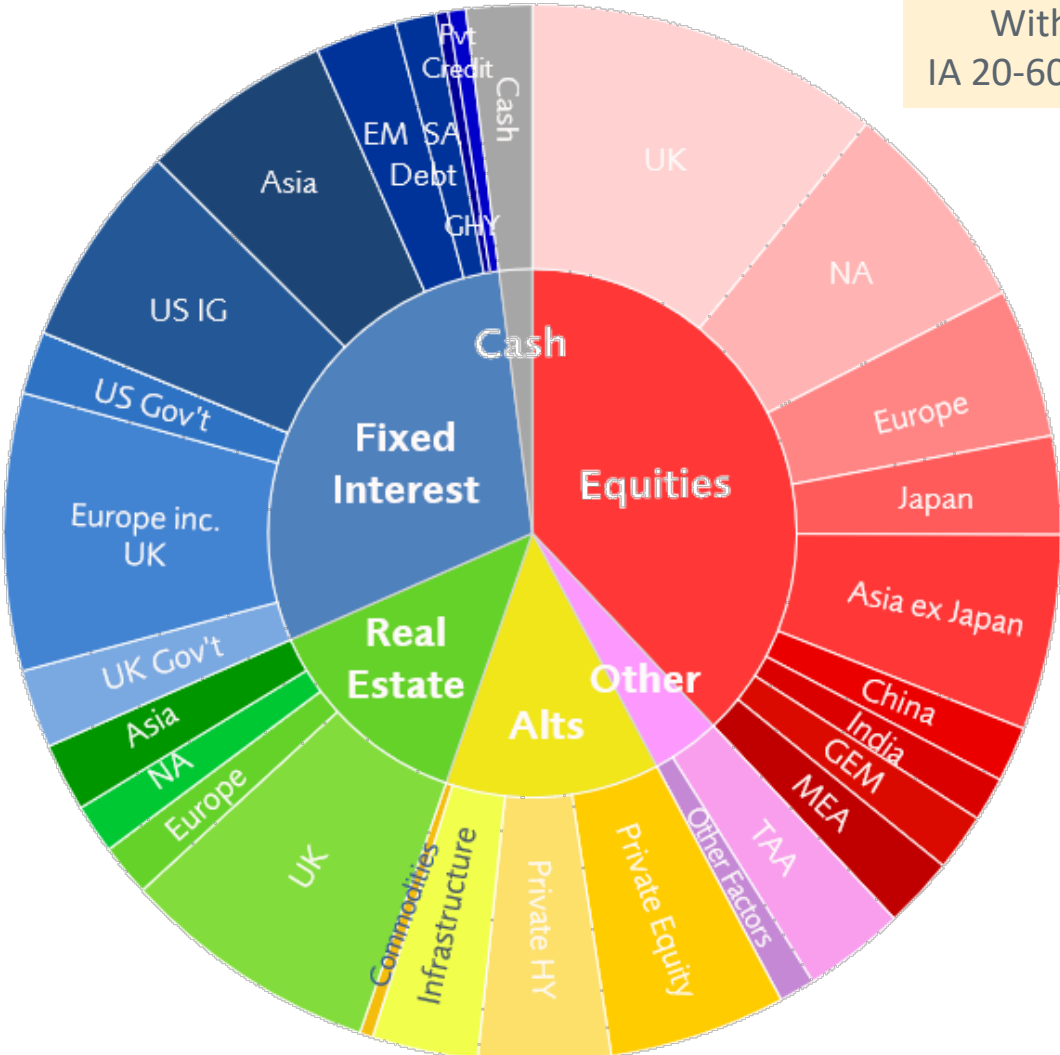
## Doubling down on regional diversification

- Less globalisation more strategic rivalry between regional trading blocs
- Maintain regional exposure, areas of continued growth, such as trade in services
- Inflation risks reinforce the benefit of maintaining exposures to alternative asset classes

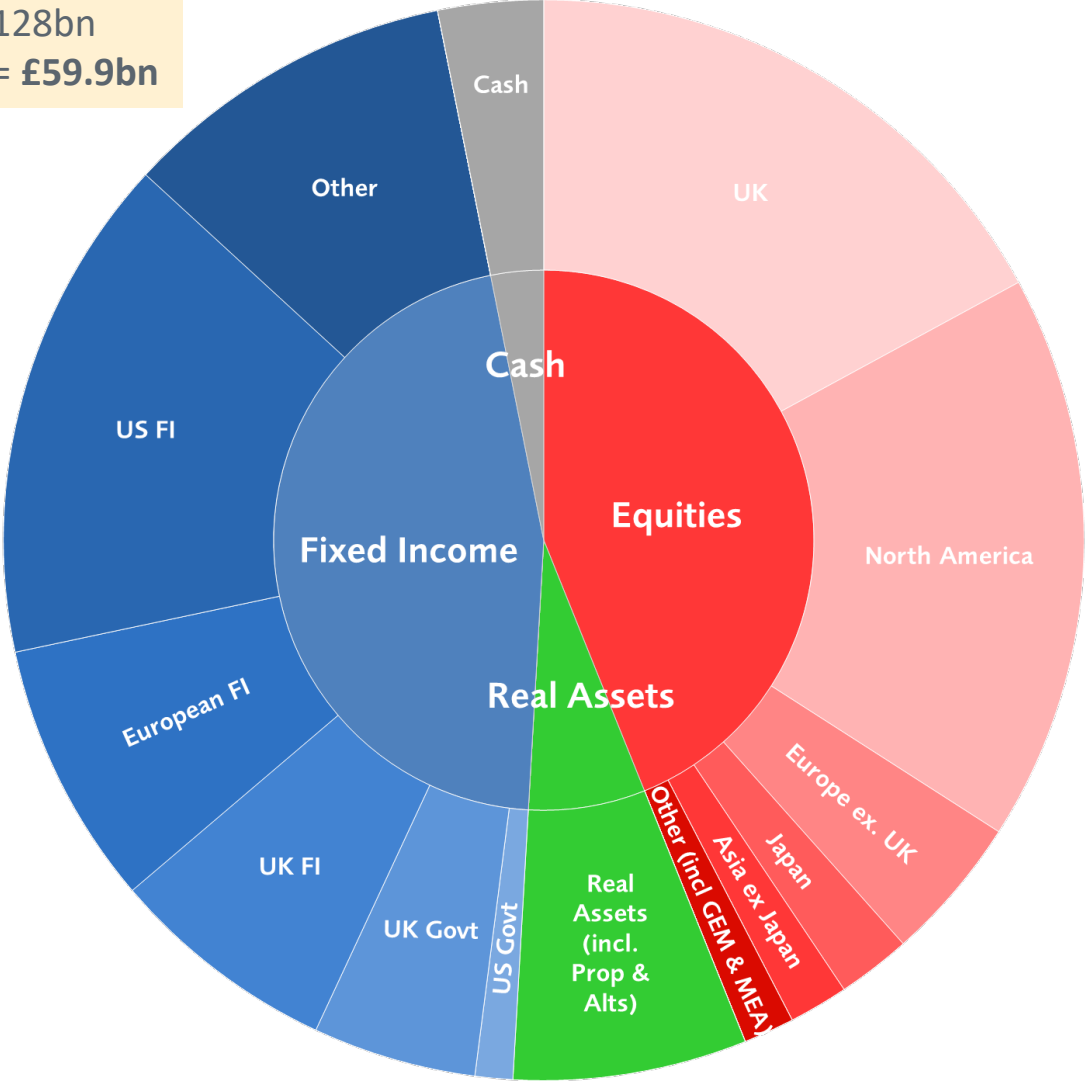
# Current positioning

## PruFund Growth

PruFund Range = £64bn  
With Profits Fund = £128bn  
IA 20-60% Shares Sector = £59.9bn



## Peer group



Source: PruFund Growth data from Treasury and Investment Office, December 2024  
Peer Group as at end December 2024 peer asset allocation data from Financial Express. Data not available for two of the peers. Allocation data sourced from Financial Express data and individual fund factsheets where latest data available. Granularity of the data varies significantly between different funds and where relevant, proxies used to estimate the allocation between different geographies. Peers are made up of the top 20 funds by Assets Under Management (AUM) from the IA Mixed 20-60% shares sector. AUM data is as at end December 2024 for PruFund/WP Fund and 20.03.2025 for the IA Sector



## Reminder of some key PruFund messages

- Scale and depth of resource
- A long-term view
- Diversification across public and private markets
- Quality of assets
- Smoothing
- Good outcomes for clients



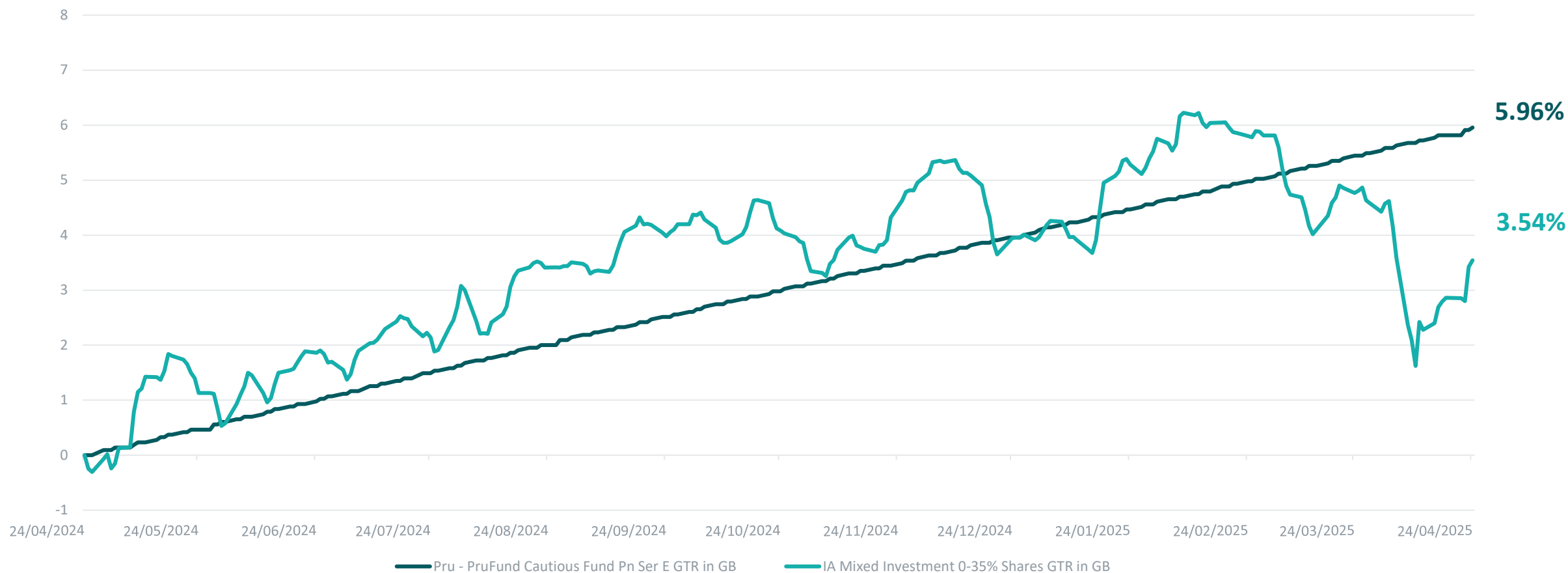
# Performance

# Performance of PruFund Growth – 1 year performance



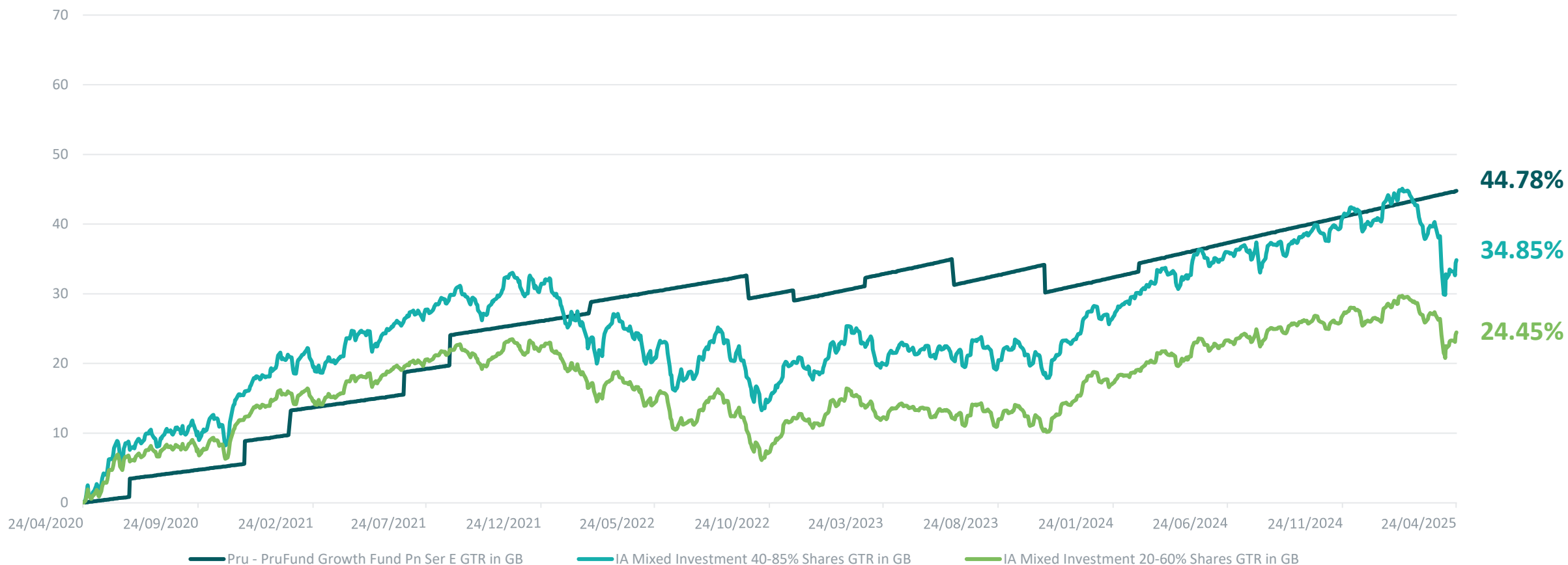
Figures are for PruFund Growth Pn Series E and are for the period from 24 April 2024 to 24 April 2025. The PruFund figures include any additional investment expenses, but not any product or advice charges, so the amount an investor would get back would be less than shown here. Some, if not all, of the funds comprising the IA sector average are net of fund charges. Past performance is not a reliable indicator of future performance. **The value of an investment can go down as well as up. Your clients may get back less than they have paid in.** Source: FE Analytics

# Performance of PruFund Cautious – 1 year performance



Figures are for PruFund Cautious Pn Series E and are for the period from 24 April 2024 to 24 April 2025. The PruFund figures include any additional investment expenses, but not any product or advice charges, so the amount an investor would get back would be less than shown here. Some, if not all, of the funds comprising the IA sector average are net of fund charges. Past performance is not a reliable indicator of future performance. **The value of an investment can go down as well as up. Your clients may get back less than they have paid in.**  
Source: FE Analytics

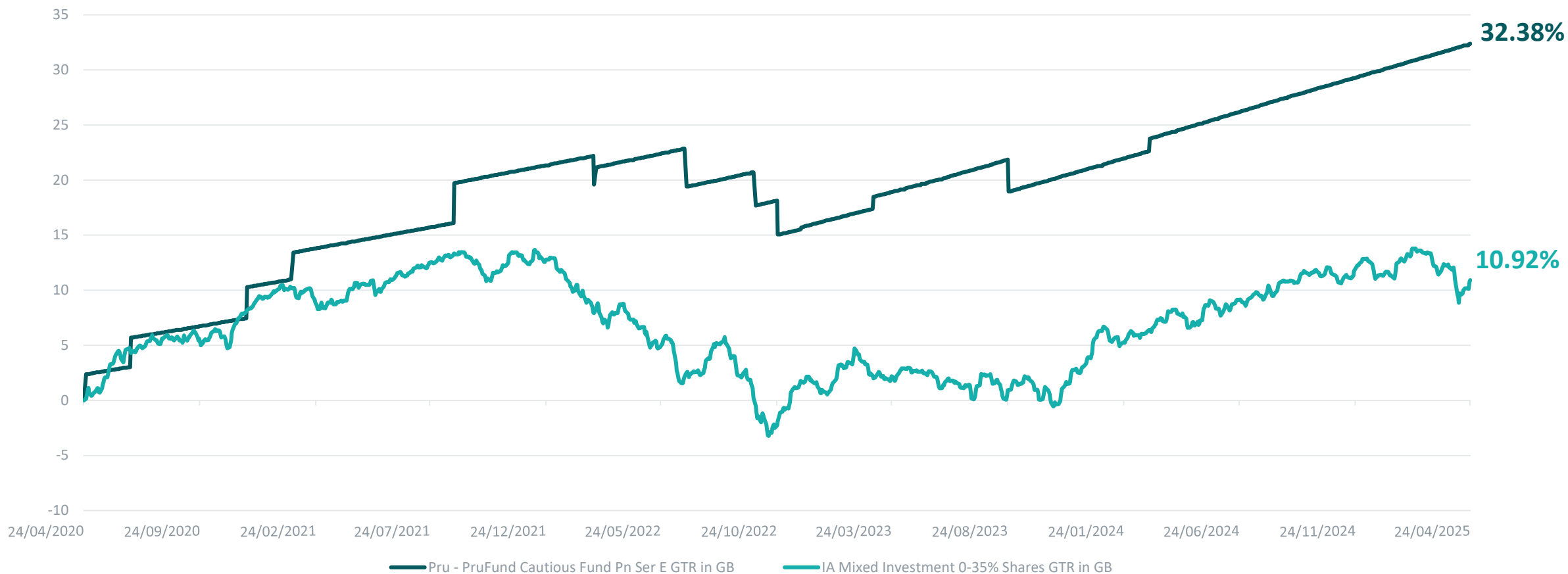
# Performance of PruFund Growth – 5 years



Figures are for PruFund Growth Pn Series E and are for the period from 24 April 2020 to 24 April 2025. The PruFund figures include any additional investment expenses, but not any product or advice charges, so the amount an investor would get back would be less than shown here. Some, if not all, of the funds comprising the IA sector average are net of fund charges. Past performance is not a reliable indicator of future performance. **The value of an investment can go down as well as up. Your clients may get back less than they have paid in.** Source: FE Analytics



# Performance of PruFund Cautious – 5 years



Figures are for PruFund Cautious Pn Series E and are for the period from 24 April 2020 to 24 April 2025. The PruFund figures include any additional investment expenses, but not any product or advice charges, so the amount an investor would get back would be less than shown here. Some, if not all, of the funds comprising the IA sector average are net of fund charges. Past performance is not a reliable indicator of future performance. **The value of an investment can go down as well as up. Your clients may get back less than they have paid in.**  
Source: FE Analytics



## Support for you

- Your Account Manager
- Weekly market updates
- Monthly investment updates – PruFund Growth and PruFund Cautious
- Quarterly investment updates – Risk Managed PruFunds
- Bespoke sessions with investment specialists
- Extensive range of product and smoothing guides
- Videos

# Thank you for your time

If you would like any further information, or  
support, then please contact your  
**Account Manager**

