



21 September 2022

## **M&G makes PruFund-style proposition available to Irish investors for the first time**

- M&G announces partnership with New Ireland Assurance to offer two new and innovative funds for Irish investors
- Known as Future+, the new range of multi-asset smoothed funds aims to offer low-volatility and competitive market returns to European investors

M&G plc today announces that it has partnered with New Ireland Assurance to make its PruFund-style proposition available to retail investors in Ireland.

Future+ is a new family of global multi-asset funds delivering ‘smoothed’ outcomes, which is designed to replicate the success of M&G plc’s flagship PruFund range outside the UK. Future+ uses the same investment team and capabilities underpinning the firm’s £133 billion With-Profits fund.

Designed to meet our European distribution partners’ changing needs and provide their end-customers with an attractive first step into investing, the Future+ range offers retail investors access to a well-established, vast pool of diversified public and private assets through its exposure to Prudential With-Profits global assets.

M&G has a 20-year plus track record of investing in private and alternative assets and the Future+ range will utilise this capability by also investing in assets including Private Equity, Real Estate and Infrastructure.

An innovative proposition, M&G’s Future+ family of funds uses a built-in mechanism which has been carefully designed to help reduce short-term volatility, known as ‘smoothing’.

Clare Bousfield, Managing Director Retail & Savings, M&G plc says: “The launch in Ireland expands our Future+ range in Europe and marks an important milestone for our business, building on our Italian launch earlier this year. It addresses two of M&G’s key strategic priorities, growing our business outside the UK and further strengthening our partnership with leading European players.

“The With-Profits Fund has been helping UK retail investors manage and grow their money for decades and we are excited to be able to now offer these capabilities to customers in Ireland.”

-ENDS-



## Media enquiries:

Sophie Redburn

[Sophie.Redburn@mandg.com](mailto:Sophie.Redburn@mandg.com)

020 8162 6300

## Notes to Editors:

### About the Prudential With-Profits Fund

The £133 billion Prudential With Profits Fund (as at 30 June 2022) is the largest and one of the financially strongest with-profits funds in the UK. The size and strength of the Fund allows it to invest in a very wide range of assets and individual companies. It is invested in a diversified portfolio of UK and overseas shares, bonds, property and cash and has been awarded the highest rating (5/5) for financial strength from AKG Financial Analytics Ltd (as at December 2020), who are specialists in providing independent with-profits ratings. The Prudential With-Profits Fund offers investors the prospect of competitive long-term real returns while smoothing the peaks and troughs of day-to-day market movements.

### About smoothing

The fund range use an established 'smoothing process' which aims to protect from the extreme short-term ups and downs of direct stock market investment, helping to provide a more stable rate of growth. This mechanism retains some of the investment returns when the underlying funds are performing well, to be used during times when returns might not be so good. There may be occasions where the smoothing process have to be suspended for a period of consecutive days, to protect our With-Profits Fund and the clients invested in it. When this happens, the smoothed price for the affected fund(s) is set to the unsmoothed price for each day, until the smoothing process is reinstated.

### About M&G plc

M&G plc is an international savings and investments business, managing money for around 5 million retail customers and more than 800 institutional clients in 28 markets. As at 30 June 2022, we had £348.9 billion of assets under management and administration. Our purpose is to help people manage and grow their savings and investments, responsibly.

With a heritage dating back more than 170 years, M&G plc has a long history of innovation in savings and investments, combining asset management and insurance expertise to offer a wide range of solutions. We serve our savings and insurance customers under the Prudential brand in the UK and Europe, and under the M&G Investments brand for asset management clients globally.