



Investment Expertise

There are many experts available to help support you with your responsibility to provide your clients with excellent investment advice.

At Prudential we think we offer two of the best:

Portfolio Management Group (PMG)

- › PMG are a specialist investment team within the Prudential Group.
- › They are a team of 21 which includes economists, mathematicians and analysts who are specialists in different areas of the investment world.
- › PMG manage the overall asset mix for all of our multi-asset funds.
- › In total, PMG are responsible for managing and overseeing over £125bn of assets (31 December 2009).

Old Broad Street Research (OBSR)

- › OBSR was established in July 1999.
- › Their aim is to be the leading qualitative investment research company in the UK retail funds market.
- › OBSR research is widely used by fund managers, product providers and professional intermediaries alike.
- › Their Fund Ratings are widely acknowledged as an independent mark of quality and excellence.

We give you access to both of these groups through a range of investment options, funds and, from 25 January 2010, a choice of five risk managed fund-of-funds portfolios. This table gives just some examples of where you can get this expertise.

Funds, Investment Options and Portfolios	Further Information	Asset Allocation	Underlying Fund Exposure
Managed Defensive Fund	Multi-asset managed fund with no more than 35% in equities	PMG	Predominantly Prudential Group Funds
Cautious Managed Growth Fund	Multi-asset managed fund with no more than 60% in equities	PMG	Predominantly Prudential Group Funds
PruFund Range of Funds	A selection of multi-asset class funds with a unique smoothing mechanism	PMG	Predominantly Prudential Group Funds
PruSelect Fund Range	Our guided architecture fund range selected by OBSR	Build your own portfolio	OBSR selected and recommended funds
NEW Dynamic Portfolios	Five risk-rated portfolios launched on 25 January 2010	PMG	OBSR selected and recommended funds

We offer a choice of investment options, including our PruSelect fund range and PMG multi-asset funds, plus our new Dynamic Portfolios, through a range of product options – including pension, onshore and international bonds.

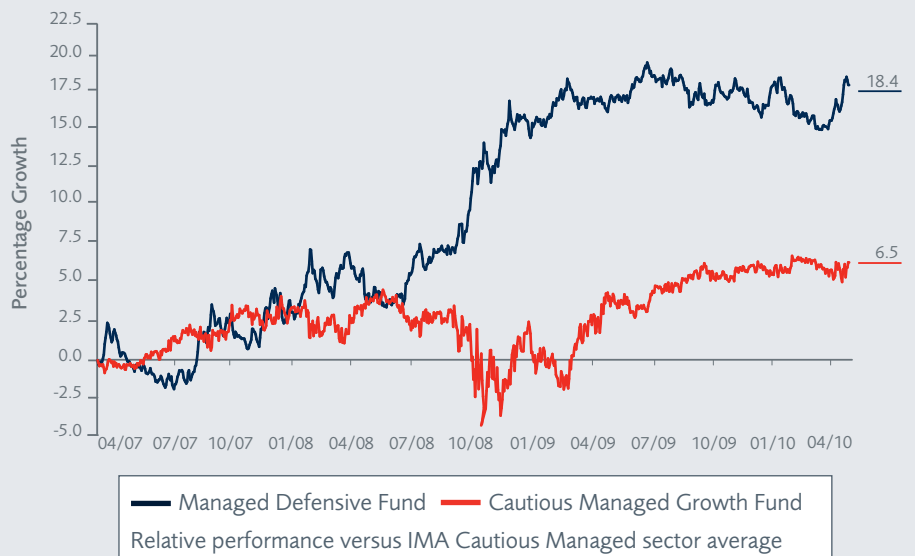
For further information please speak to your Account Manager.

How do they do it?

Portfolio Management Group (PMG)

- The PMG approach to asset allocation is to minimise the reliance on economic forecasting.
- They believe some things are more reliable, notably the propensity of investment markets – driven by human beings – to suffer identifiable and irrational mis-pricing phases or "episodes".
- Their belief is rooted in behavioural finance, and works because of human nature's reaction to fear, greed and a tendency to make judgements looking backwards rather than forwards.
- Their process centres on an objective analysis of market levels compared to the known facts and stated opinion regarding underlying fundamentals.

This graph shows the performance of two PMG multi-asset funds relative to the IMA Cautious Managed sector average since their launch.

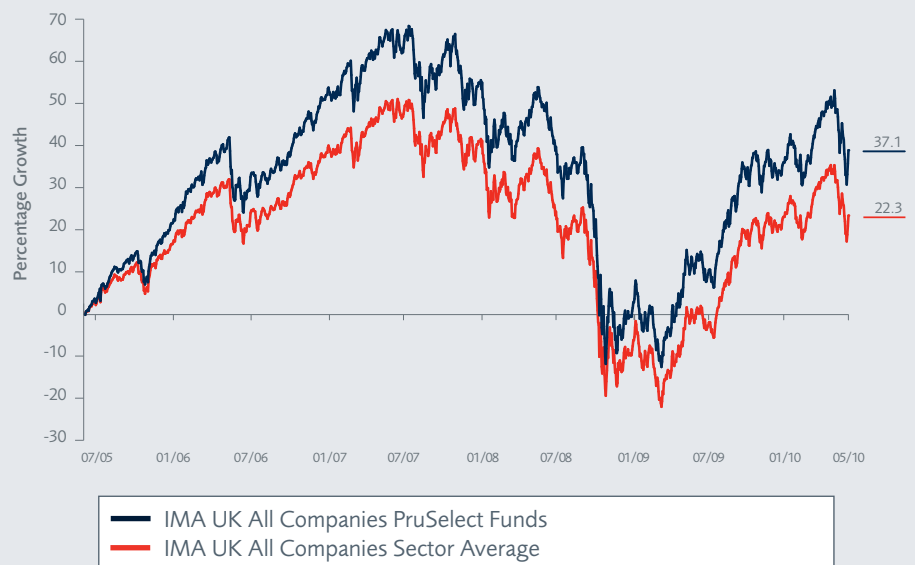


Cautious Managed Growth and Managed Defensive OEIC funds relative performance versus IMA Cautious Managed Sector Average since 16 February 2007 to 31 May 2010, net of tax. Source: Lipper Hindsight.

Old Broad Street Research (OBSR)

- Qualitative investment research is at the heart of their business.
- They conduct in-depth research with a view to understanding what a manager is trying to achieve and whether or not they believe a fund is likely to meet its investment objectives over the long term.
- They achieve this primarily through face-to-face meetings, but they also use quantitative analysis to inform their views.

This graph shows the combined performance of the current 14 OBSR rated PruSelect funds, with a 5 year track record, in the IMA UK All Companies sector against their sector average.



IMA UK All Companies PruSelect Funds with a 5 year track record, equally weighted at outset, against IMA UK All Companies Sector Average over 5 years to 31 May 2010, net of tax. Source: Lipper Hindsight

Past performance is not a reliable indicator of future performance

Retirement has more potential with

PRUDENTIAL 

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