

PruFund Growth Life Fund



This fact sheet is for information only and should not be considered a financial promotion. If you are not a financial adviser and there is terminology included that you would like to discuss, then please contact your financial adviser.

Fund aim

The Fund aims to maximise growth over the medium to long term by investing in shares, property, fixed interest and other investments. The Fund currently invests in UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments.

About the management group

Prudential plc is an international financial services group with significant operations in Asia, the US and the UK. We serve approximately 25 million customers and have £290 billion of assets under management. We are one of the best capitalised insurers in the world with an Insurance Groups Directive (IGD) capital surplus estimated at £3.4 billion.*

The Group is structured around four main business units: Prudential Corporation Asia, Jackson National Life Insurance Company, Prudential UK & Europe and M&G. These are supported by central functions which are responsible for leading Group strategy, cash and capital management, leadership development and succession, reputation management and other core Group functions.

* as at 31 December 2009

Fund manager commentary 30 June 2010

The Fund is maintaining its more cautious stance. Market valuations on both equities and corporate bonds have increased significantly since the lows last year and government policies designed to stimulate the western economies are starting to be withdrawn. The key question is whether the private sector can generate enough demand to keep the momentum going.

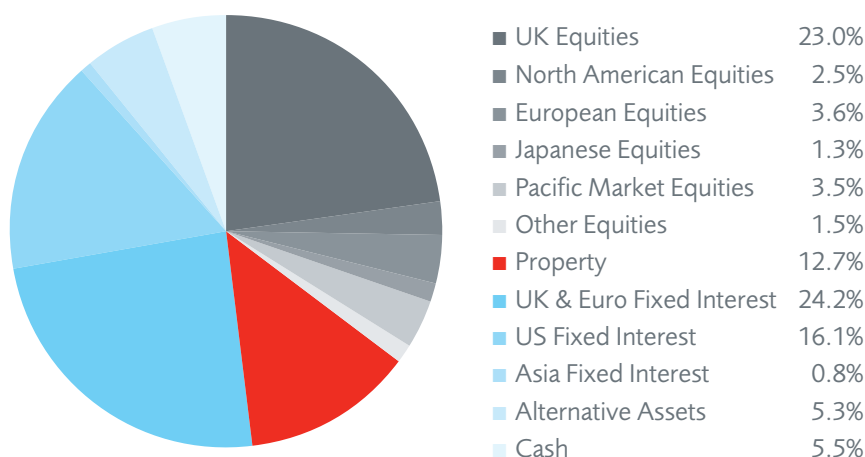
We do think that improving consumer confidence can help sustain a modest improving trend, but government policy needs to stay flexible in case the economic data worsens again. A sharp cyclical recovery is unlikely because banks are still not in a position to start lending normally and household borrowing and unemployment levels remain high.

In recent months our more cautious stance has led us to reduce risk in the corporate bond portfolio and raise the cash exposure. In addition towards the end of Quarter 1 we moved to reduced duration on the fixed income portfolio. This has the effect of partially protecting the fund should concerns about Greek government debt spread to other countries.

Increased volatility and equity market weakness in Quarter 2 has vindicated our more cautious stance. The fund is positioned to look for opportunities should it persist.

This commentary reflects the general views of individual fund managers and should not be taken as a recommendation or advice as to how any specific market is likely to perform.

Asset allocation



Source: Prudential as at 30 June 2010

Prudential's Portfolio Management Group

- › In-house investment strategists and "manager of managers" for Prudential in the UK.
- › They are a team of 21, which includes economists, mathematicians and analysts who are specialists in different areas of the investment world.
- › They monitor and review the performance of Prudential Group fund management specialists around the world.
- › Control over £125 billion as at (December 2009) of Prudential's Investments.

PruFund Growth Life Fund

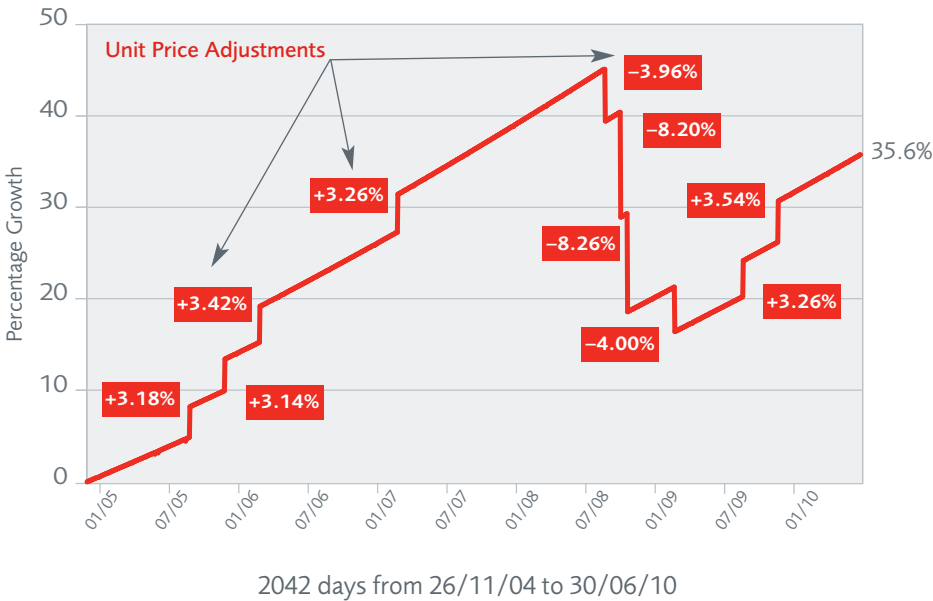
Past performance

Performance of the PruFund Growth Life Fund in each year of the last 5 years

30/06/05 to 30/06/06	30/06/06 to 29/06/07	29/06/07 to 30/06/08	30/06/08 to 30/06/09	30/06/09 to 30/06/10
17.30%	10.24%	6.89%	-17.09%	13.96%

Percentage growth since 26 November 2004

Prudential Prufund Growth Life Fund



All figures source: Lipper, bid to bid, net income reinvested but net of fund tax.

The PruFund performance figures are gross of all applicable plan charges, including AMC. The figures shown are intended only to demonstrate performance history of the fund.

Please remember that past performance is not a reliable indicator of future performance. The value of your plan may fluctuate and there could be times when you may not get back the full amount of your original investment. What you receive will depend primarily upon the value of the underlying investments and the smoothing process

PruFund Protected Growth Life Fund

This invests in the PruFund Growth Life Fund and was available on our Flexible Investment Plan and Prudential Investment Plan life products until being closed to new business on these products on 3 August 2009.

The PruFund Growth Life Fund is an option on our Flexible Investment Plan and Prudential Investment Plan life products.

A pension version of PruFund Growth Fund INVS11256 is available with the following pension products:

- Flexible Retirement Plan
- Trustee Investment Plan

The performance under the pension products will differ due to the tax treatment of the funds.

PruFund Funds invest in Prudential's With-Profits Fund. The returns on these funds may differ from the returns on the With-Profits Fund due to the smoothing process used.



www.pru.co.uk

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