

## 9 good reasons for choosing a Prudential Annuity

When looking for an annuity provider, you'll probably want to be with a company that gives you the best options to meet your individual needs, is financially secure and has a reputation you can count on. Here are some facts about Prudential annuities:

**1 We're one of the UK's leading pension annuity providers**

*We currently pay pension income to more than 1 million people just like you\*.*

**2 We're financially very strong**

*We're one of only a few companies awarded an AA rating from Standard & Poor's\*\* and an Aa2 rating from Moody's\*\*\*. Standard & Poor's and Moody's are leading financial ratings companies and these financial strength ratings are amongst the highest you can get.*

**3 We offer consistently competitive annuity rates**

*We won the Professional Adviser "Best Annuity Provider" award 2010.*



**4 We're fully committed to providing good value pension annuities**

*We are currently paying over £2 billion in pension income each year†.*

**5 We're experienced investment managers**

*Our award winning investment management team manages £309 billion of customers' money worldwide (as at 30 June 2010).*

**6 Established in 1848, we've been in business now for more than 160 years**

*People are now living longer. On average, a man aged 65 is now expected to live to 86 and women to 89††. With us, you can be confident that your Prudential annuity will be around as long as you are.*

**7 Many people trust us to provide their retirement income**

*Over 93,000 people chose to buy their annuity with us in 2010.*

**8 We offer a range of options that will provide you with a retirement income that best suits your needs**

*Help protect your future income with a Prudential Pension Annuity.*

**9 You can contact us in the way that suits you**

*Call our friendly and helpful staff direct, visit our website or deal with us through your Financial Adviser.*

\* February 2011.

\*\* August 2010.

\*\*\* February 2011.

† Prudential 2010.

†† Based on PCMA00/PCFA00 mortality tables.

For more information about Prudential's annuities,  
log on to [www.pru.co.uk/annuities](http://www.pru.co.uk/annuities)



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