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The fields in red are for you to fill in where appropriate.

Dear [Customer name]

Flexible investment options

Choosing the right home for your money is rarely simple. You want the opportunity for income, potential for growth, choice, flexibility and control.

With so many things to consider, it can be too easy to postpone any decisions or even do nothing at all. If this sounds like your situation, I'd like to tell you about a way that could resolve it.

A practical solution from Prudential

Prudential, one of the UK's biggest insurance companies, has a new solution that enables you to create a personal investment portfolio, designed around your unique financial requirements. It's called the **Flexible Investment Plan** – and it is just that. You can combine income[†] options with growth potential and choose from individual investment funds or a range of ready-made portfolios.

Of course, you should remember that the value of an investment and any income taken from it can vary and is not guaranteed.

[†]Income refers to regular payments you may choose to receive from the plan. The Inland Revenue may not tax these payments as income in the same way as dividends or interest. Of course, taking an income means that the amount in the plan may be reduced and, if you took more income than the growth in the plan value, it would be worth less than the amount originally invested.

Who is it aimed at?

Designed for investments of £10,000 or more that can be invested over the medium to longer term, the Flexible Investment Plan aims to help you **balance your investment**, to find the right mix of risk and reward to meet your personal investment objectives.

For more help and advice – why wait?

I'd be happy to take you through the whole range of investment opportunities that Prudential's Flexible Investment Plan can open up for you. To make an appointment, call [optional: Financial Adviser's telephone number] [or complete and return the attached reply card].

Whether you're looking for an income, growth potential - or a combination of the two – perhaps now is the time to think about making the most of your money.

I look forward to hearing from you.

Yours [sincerely / faithfully]

[Financial Adviser]

Full terms and conditions of the Flexible Investment Plan are available on request from Prudential.

[Optional Coupon to include as part of letter]

To find out more about flexible investment options, complete this reply card and return to us in the enclosed pre-paid envelope.

Name
Address

[Phone number]

Please contact me to arrange a personal appointment.
The best time to call me is in the daytime/evening (delete as preferred)

Or call us on [Financial Adviser's telephone number]
[Financial Adviser's opening hours]