

PruFund Growth (Sterling) Fund

PruFund Protected Growth (Sterling) Fund

This fact sheet is for information only and is predominantly designed for Financial Advisers to discuss with their clients. If you are not a Financial Adviser and there is information or terminology included that you would like to discuss, then please contact your Financial Adviser.

Fund aim

Objective – The Fund aims to maximise growth over the medium to long term while helping to smooth the peaks and troughs of investment performance.

Fund investments – The Fund currently invests in UK and international equities, property, fixed interest securities, index-linked securities and other specialist investments.

Fund manager commentary

30 September 2011

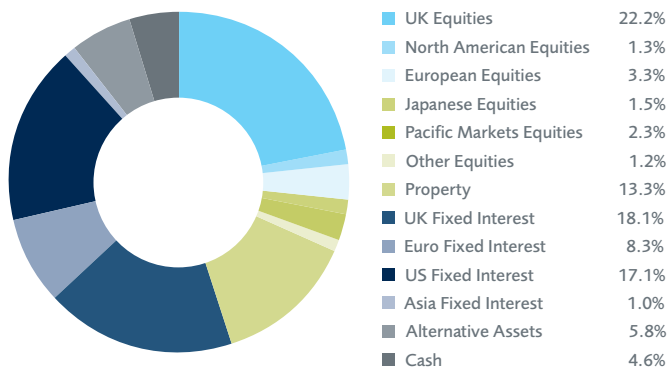
The global economy continued to falter in Q3. Growth data such as GDP and industrial production have tended to be weak and economic expectations have been revised down for 2011. In addition sovereign debt and related banking sector problems in the euro area have proven much more serious than expected and policy indecision has exacerbated uncertainty. In response, equity markets have fallen sharply and yields on core government bonds are at historic lows.

We still believe that with some speedy positive developments in Europe the global economy can get back on a low growth tack and this remains our central expectation. In addition a number of other factors remain supportive of the global economy. The subdued outlook for inflation in the west means central banks can continue to stimulate the economy.

Relative to history our valuations show equities looking attractive and core government bonds very expensive. However the high level of uncertainty clouds the profits outlook and we are not inclined to aggressively add to our equity holdings. Our stronger view is that core bond yields are discounting an especially pessimistic outcome and a substantial portion of the fixed interest portfolio is hedged against rises in interest rates.

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 September 2011. The asset mix is likely to vary in future.

Prudential's Portfolio Management Group

- In-house investment strategists and "manager of managers" for the Prudential Group in the UK.
- A team of over 20, which includes economists, mathematicians and analysts who are specialists in different areas of the investment world.
- Monitor and review the performance of each fund management specialist around the world.
- Control over £134 billion (31 December 2010) of Prudential's investments.

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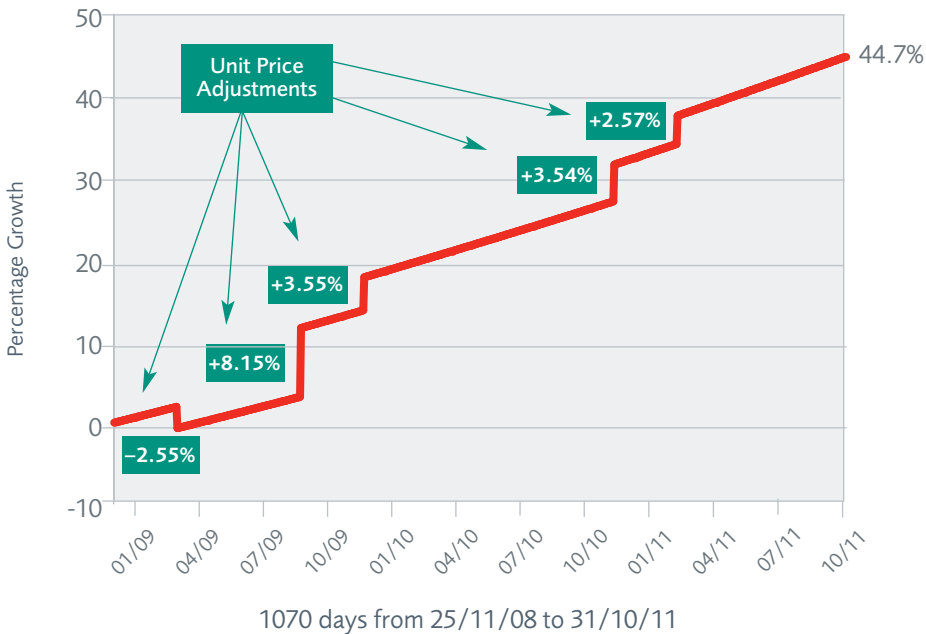
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Past performance

Performance of the PruFund Growth (Sterling) Fund in each year of the last 5 years

31/10/06 to 31/10/07	31/10/07 to 31/10/08	31/10/08 to 30/10/09	30/10/09 to 29/10/10	29/10/10 to 31/10/11
N/A	N/A	N/A	11.69%	14.51%

Percentage growth since launch on 25 November 2008



Source: Lipper, bid to bid, gross income reinvested. Figures are gross of applicable product charges, including Annual Management Charge (AMC) and the charge for the guarantee (applicable to the PruFund Protected Growth (Sterling) Fund). Charges will reduce the overall return.

Please remember that past performance is not a reliable indicator of future performance. The value of your investment 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, the smoothing process and when you take your money out.

These funds are available through our International Prudence Bond. Investments in the PruFund Range of Funds are backed by assets in the Long-Term Fund of The Prudential Assurance Company Ltd, through a reinsurance agreement.

These funds aim to protect investors against some of the ups and downs of investment performance using "smoothing" mechanisms. Please refer to "Your guide to investing in the PruFund Range of Funds" for more information.

The PruFund Protected Growth (Sterling) Fund includes a guarantee. This means that on the Guarantee Date your fund will have a value equal to at least the value of the fund holding at the start of the guarantee period, after a proportional reduction for any regular or one-off withdrawals. There is a charge for the guarantee; please see "The PruFund Range of Funds: Guarantee options" for more information.

For any fund, there may be a delay in buying, selling or switching of units. These delays will only apply in exceptional circumstances and if this applies to you, we will let you know. For more information, please refer to your Contract Conditions, which you can get from your Financial Adviser.

www.pru.co.uk/international
www.prudential-international.com

The registered office of Prudential International is in Ireland at Montague House, Adelaide Road, Dublin 2. Prudential International is a marketing name of Prudential International Assurance plc. Registration No. 209956. Telephone number + 353 1 476 5000. If the Company should become unable to meet its liabilities, the Financial Services Compensation Scheme will protect eligible policyholders habitually resident in the UK when their contract starts, with effect from 1 December 2001. This protection does not extend to externally-linked investments. Prudential International Assurance plc is authorised by the Central Bank of Ireland and is subject to limited regulation by the Financial Services Authority for UK business. Details on the extent of our regulation by the Financial Services Authority are available from us on request.