



Introducing the PruFund range of funds

Our PruFund Funds, available across a range of our bonds and pension products, are designed to spread investment risk, by investing in many different assets. The funds also have a unique smoothing mechanism, designed to protect your investment from some of the daily ups and downs associated with direct investment.

Our PruFund range of funds offers you:

- Choice – We offer 3 funds with different investment approaches so you can choose from;
 - PruFund Growth Fund
 - PruFund Cautious Fund
 - PruFund Protected Cautious Fund

These 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 and differences in the asset mix and the fund objectives. What you will receive will depend on your fund choice and how your fund performs. The fund performance will differ for bond and pension products due to the different tax treatments for funds within each type of product. The value of your plan may go down as well as up and there may be times when you may not get back the full amount of your original investment.

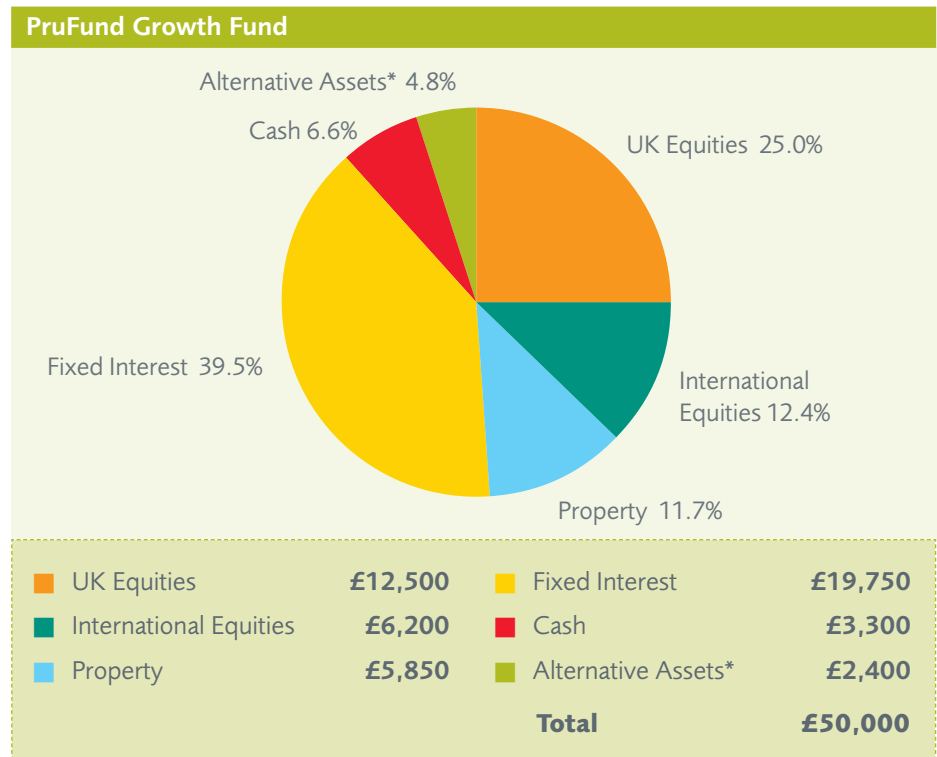
- Active management – Prudential's Portfolio Management Group (PMG) actively review the investment split and the assets within each fund, looking to spread risk and identify the best growth opportunities.
- Security from a recognised name – Prudential have been looking after customers' money since 1848, and we have encountered many good and bad economic times.

What PruFund options do I have?

PruFund Growth 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 as shown in the pie chart below.

This Fund may suit investors looking for higher equity and property exposure and greater potential return.

The pie charts show the spread of investments as at 31 December 2009 and how this would be split if you invested £50,000. The asset mix will vary in the future.

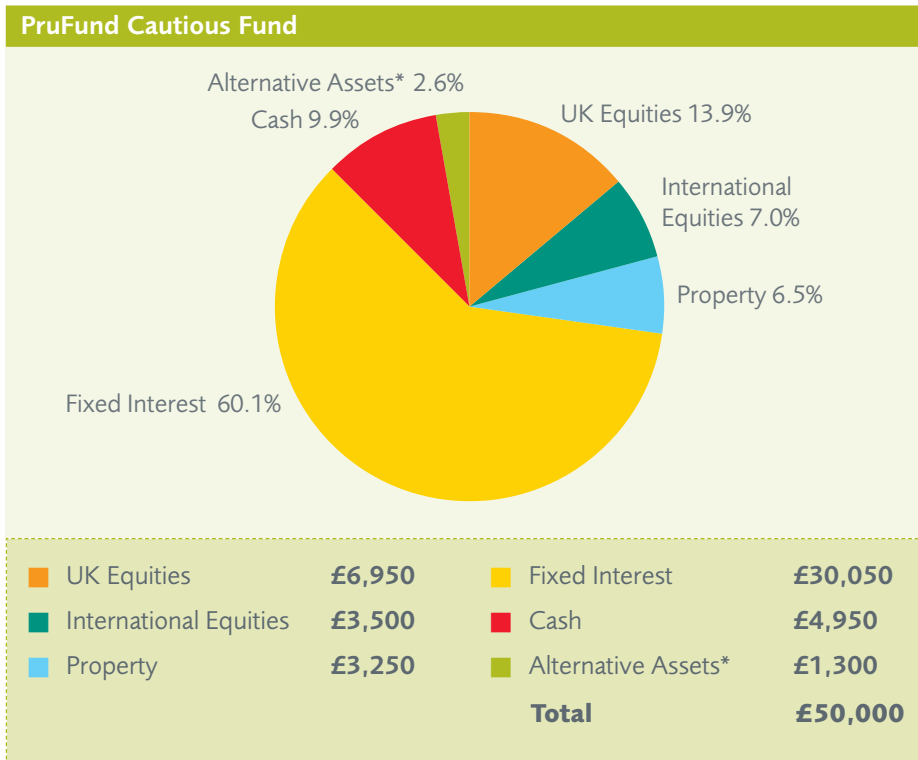


* Alternative assets include convertible bonds, investments in the Government's private finance initiative and hedge funds.

PruFund Cautious Fund aims for steady and consistent growth through a cautious approach to investing. The Fund currently invests around 70% in a well diversified portfolio of fixed interest securities and holdings of cash and money market instruments. The balance is invested in UK and international shares, property and alternative assets as shown in the pie chart below.

This Fund may suit investors looking for higher fixed interest exposure and less volatility.

The pie chart shows the spread of investments as at 31 December 2009 and how this would be split if you invested £50,000. The asset mix will vary in the future.



* Alternative assets include convertible bonds, investments in the Government's private finance initiative and hedge funds.

Why consider investing in the PruFund Funds?

PruFund Funds may be suitable for you if:

- You are looking for some protection from the extreme ups and downs of direct investment in stockmarkets and other financial investments.
- You are comfortable that your investment may fall as well as rise.
- You are comfortable that the rates of return will vary depending on how the assets within the Fund perform and will not be fixed like a savings account.
- You are prepared to invest for the medium to long term, typically a minimum of 5 years.

PruFund Protected Cautious Fund

invests in the same assets as the PruFund Cautious Fund, however it also includes a 5th anniversary guarantee for an additional charge. On our pension products, this can be extended to your retirement date, if you are more than 5 and less than 10 years from your selected retirement age (selected investment term for the Trustee Investment Plan).

Your Guaranteed Fund Value is calculated as the amount originally invested in the fund. It may also be adjusted for any initial charges, commission or enhancements depending on the product you select. This will be reduced proportionately for any withdrawals or switches out during the guarantee period.

If your fund value on your guarantee date is less than your Guaranteed Fund Value, we will add extra units to your Plan to increase your fund value to the guaranteed amount.

The Key Features document for your selected product will explain how the Guaranteed Fund Value is calculated, what may affect it and what happens at the end of the guarantee period. For investment bonds, this fund can only be selected at the start of your Plan.



Investment expertise

The PruFund Funds are managed by Prudential's Portfolio Management Group (PMG).

How do PMG look after my money?

- The team has over 20 members which includes economists, investment strategists, analysts and mathematicians who are specialists in different areas of the investment world.
- The PMG have access to specialist fund managers in research centres across the world.
- PMG reviews the performance of each of the investment managers and allocates money where they see the best opportunities.

This active approach to managing your money means that PMG use their resources to help your investment on a daily basis. They are focused on deciding the best mix of assets for each fund so that they can leave the management of the assets to the expertise of the investment managers.

PMG have a global presence and experience in making asset allocation decisions and they look after over £100 billion of Prudential's investments as at 30 June 2009.



Why choose Prudential?

- At Prudential we have been through many economic downturns and we have been in business since 1848 – so we have the experience to help to protect customers in the hard times and share the rewards in the good times.
- We have over 21 million customers worldwide who have entrusted us with their money.
- We're rated AA for financial strength by Standard & Poor's as at March 2010.
- Across the Prudential Group, we have £290 billion of funds under management as at 31 December 2009.

Ask your financial adviser for more information about the PruFund range of funds and to help you decide which Fund is most suitable for you.

Retirement has more potential with

PRUDENTIAL



www.pru.co.uk

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INV511096 04/2010