

3 December 2007

**ADVISERS SEE FLEXIBLE, INTEGRATED PRODUCTS  
AS FUTURE OF PROTECTION**

- A survey of advisers conducted by innovative new protection provider, PruProtect, has found that 57 per cent believe more flexible and integrated products covering a number of different needs will be the protection products of the future.
- PruProtect survey also reveals 46 per cent of advisers think products that clients can engage with immediately would help protection sales\*

According to a new survey conducted by innovative new protection provider PruProtect, 57 per cent of advisers think that flexible and integrated products are the protection products of the future.

Life Insurance is the protection product advisers sell most, followed by Critical Illness. Perhaps unsurprisingly these choices mirror what advisers believe are the most important products to clients: advisers also recognise there is a need for Income Protection. 64 per cent highlight cost as the most influential factor for clients when buying protection products.

**Sammy Rubin, CEO, PruProtect said:** “The protection industry in the UK is shifting towards innovative business models which tackle the market’s challenge to develop new ways to meet consumers’ protection needs. PruProtect has decided to confront this and wants to work alongside advisers and proactively encourage consumer engaged protection. Advisers are integral to any change in the market because through them consumers can be guided to the benefits of having relevant cover that not only acts as a safeguard, but also supports and rewards their efforts in leading healthy balanced lifestyles – such as those through our Vitality system.”

Advisers appear to support this view with almost half (46 per cent) thinking that products clients can immediately engage or interact with would help them to sell

more protection products. Currently, almost a fifth of advisers (17 per cent) sell protection to 76-100 per cent of their clients.

**Sammy Rubin concluded:** “The Protection industry has often been misrepresented and distant from its client base. For the industry to evolve providers must support advisers’ needs to build-on consumer engagement and education, and we intend to kick-start this process with PruProtect.”

-Ends-

#### **Notes to Editors**

\*YouGov research conducted with 500 advisers between 3 – 7 September 2007

\*\*PruProtection Holdings (PruProtection) is the name for the holding company of Prudential UK and Discovery’s joint venture

**The information contained in Prudential UK’s press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at [www.pruprotect.co.uk](http://www.pruprotect.co.uk).**

#### **Media enquiries**

Sophie Dawn  
Izabella Siemicka

Tel : 020 7150 2574  
Tel : 020 7121 8513

Mobile : 07810 753485  
Mobile : 07917 557528

#### **About PruProtect**

Launched in September 2007, PruProtect is an extension of the existing joint venture between Prudential UK and Discovery, which began with PruHealth. Unique to the current UK protection market, the PruProtect suite of products includes Life Cover, Income Protection and severity based Serious Illness cover. PruProtect is based on the innovative Vitality points system and is designed to encourage customers to take control of their own health and wellbeing, which gives policyholders the potential to manage future premiums. By recognising people's efforts to look after themselves, PruProtect is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price.

#### **About Discovery**

Discovery, headed up by Adrian Gore, is a leading South African financial services company that specialises in healthcare cover, life assurance and lifestyle and wellbeing benefits. Prudential UK and Discovery launched PruHealth in 2004.