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**Prudential UK and Discovery announce new joint venture
- PruProtect**

- **New business venture to revolutionise the UK protection market**
- **Discovery's South African success story inspires UK launch**

Today sees the launch of PruProtect, a new joint venture set to revolutionise the protection industry. PruProtect is brought to the UK market by Prudential UK and South African insurer, Discovery.

PruProtect and Prudential's existing joint venture with Discovery, PruHealth, will form part of PruProtection Holdings (PruProtection).* Sammy Rubin has been appointed CEO of PruProtect, and Shaun Matisonn will head up PruProtection while continuing his role as PruHealth CEO.

PruProtect's suite of products offers customers Life Cover, Income Protection and severity based Serious Illness cover and follows the success of PruHealth by using the innovative Vitality points system, which is designed to encourage people to take control of their own health and wellbeing. This gives PruProtect policyholders the ability to actively manage their premiums during the course of their contract.

The concept behind PruProtect is based on Discovery's business model, which was launched in 2000. This offering is based on:

- **Severity:** rather than the traditional Critical Illness 'all-or-nothing' approach to insurance, payouts are linked to the severity of the illness and the financial detriment that could result
- **Multiple claims:** the facility for multiple claims should the need arise
- **Proportionate and continuous payouts:** payments are proportionate to the severity of the illness and continuous, meaning customers could be able to claim more than once throughout their policy term

Shaun Matisonn, CEO of PruProtection, said: "We are delighted that Prudential UK and Discovery are entering into this exciting new venture. We hope to change the face of the UK protection market by bringing together Prudential's expertise and its financial and brand strength with Discovery's proven track record of innovation and expertise in the protection market.

“PruProtect aims to encourage individuals to take responsibility for their health and wellbeing and rewards them for doing so. Through Vitality, PruProtect supports people when they are well, but also looks after them financially when they are not. This concept has proved a great success over the last three years with PruHealth.

As medical science advances, protection products need to adapt to today's consumers' needs. Offering a tangible product where people can be rewarded for taking control of their health and wellbeing through their insurance products will help to address the protection gap in the UK.

Shaun Matisonn added: “Our aim is to inject true innovation into the UK protection market and change the way people think about and engage with their insurance. It isn't about a piece of paper you put into a drawer and forget about for 25 years. PruProtect customers will be able to actively manage their insurance premiums by looking after their health and wellbeing. PruProtect provides them with all the means to do this, for example with our discounted health screenings and gym membership.”

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Notes to Editors

*PruProtection Holdings (PruProtection) will be the new 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.

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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 decrease premiums during the course of their contract. 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.