

PruProtect Press Release May 2011



PruProtect announces Q1 figures for 2011

Innovative protection office continues to see business growth as appeal widens

PruProtect has announced details of the firm's growth for the first quarter of 2011, in comparison with the same period in 2010.

2011 Q1 highlights for PruProtect include:

- Total in force policies at the end of Q1 2011 up 103% on 2010 to 59,855
- 13,401 new applications received in Q1 2011 (compared with 12,260 in Q1 2010)
- Annual premium income activated in the quarter increased 15% to £6.1m in Q1 2011
- A further 370 new intermediaries registered to write business with PruProtect in Q1 2011

Justin Taurog, Head of Marketing and Distribution for PruProtect, said:

"2011 has started in the best possible way – we have increased sales, established meaningful relationships with more advisers and in addition we have launched a record 7 new products to the intermediary market, which supports advisers in meeting their clients' protection needs."

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Notes to Editors

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 pruprotect.co.uk.

Media enquiries

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About PruProtect

In June 2010, PruProtect launched its new Health Cover and Health Cover Optimiser 3 products to the UK market, providing consumers with an innovative solution to meet their health and protection needs and intermediaries with the opportunity to grow their business by providing easier access to private medical insurance.

Instead of having to buy Serious Illness Cover and Health Cover separately, they can now be combined in one efficient package with one application form, one direct debit, and one number to call with a claim. The Health Cover Optimiser enables customers to create a comprehensive package of benefits in one cost efficient vehicle - saving up to 25 per cent compared with buying Health Cover separately from PruHealth.

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 Cover and severity based Serious Illness Cover. PruProtect is based on the innovative Vitality programme 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.