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**PruProtect celebrates 2nd anniversary with 'best service' award
and 6-fold increase in business**

"PruProtect is the best thing that has come to the market in the last 20 years"

PruProtect, the joint venture between Prudential and South African market leader, Discovery, is celebrating its first two years in the UK protection market with the following news:

- The first half of the year saw a six-fold increase in new business (sales of APE £6 million for the first 6 months of 2009 compared with APE £1 million in 2008)
- More than 6,000 new intermediaries registered to transact business in the first half of the year
- All core products, including Income Protection and Serious Illness Cover have received a 5-star rating from the independent product comparison company Defaqto, as well as other independent '9/10' ratings *
- The business has won two awards in 2009 – 'Best Service' at last night's COVER magazine awards and 'Best New Initiative' voted by independent advisers
- PruProtect has more than 60 face to face IFA broker consultants, plus over 50 telephone account managers, and we are continuing to recruit further distribution resources as part of our commitment to servicing the IFA market

Justin Taurog, Marketing and Distribution Director for PruProtect, said "2009 has seen PruProtect making a real impact on the UK protection market. Our goal is to help close the UK protection gap through providing comprehensive, innovative and appropriate value for money solutions that genuinely meet modern consumer needs. We are fresh, different and innovative – and we are helping to grow our market."

Vivien Hearn of Barfield Financial Advisers, said "The PruProtect policy is the best thing that has come to the market in the last 20 years. As well as covering 154 illnesses severity-based cover means that more claims are paid sooner, and last but not least the vitality points systems can reduce premiums."

Roy McLoughlin, IFA at Master Adviser, said "In a dull and much maligned market PruProtect has achieved a unique double of making both the consumer and the adviser sit up and want to explore a revolutionary new approach."

Peter Chadborn, principle at IFA CBK, said "PruProtect has continued to innovate and challenge old thinking in the protection market. The industry needs such companies who are not afraid of breaking the mould in order to introduce new ideas."

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Notes to Editors

* '9/10' ratings received from both Health Insurance magazine and Money Marketing

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.

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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 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.