



PruProtect Press Release

March 29th 2010

PruProtect announces 2009 growth and expansion of IFA support team

Innovative protection office announces 4-fold increase in new sales

PruProtect, the joint venture between Prudential and South African market leader, Discovery, has announced details of the firm's growth in 2009.

2009 highlights for PruProtect include:

- New protection business (APE) increased 4-fold from £3.3m in 2008 to £13.5m in 2009
- New applications in 2009 increased 4-fold from 6,542 in 2008 to 26,969 in 2009
- The number of IFAs writing business with PruProtect doubled from 2,889 in 2008 to 4,885 in 2009

In addition PruProtect has already appointed more than 20 new people in 2010 as part of its ongoing commitment to outstanding IFA service. These include face to face IFA broker consultants, telephone account managers and national account managers.

Justin Taurog, Director of Marketing and Distribution for PruProtect, said: "This business growth confirms our position as one of the leading players in the UK protection industry. We are committed to supporting the IFA market and we believe we have by far the largest IFA protection distribution force in the UK and we will continue to grow."

Peter Lurie, Director of Proactive Medical & Life, said: "Our firm has closely followed PruProtect's growth in the protection market including its range of award winning products. They have been successful due to the clever synthesis of health and wellbeing combined with personal protection. This mix of health related incentives alongside comprehensive benefits is a welcome sales tool and gives both the broker and the customer a real focus, without being overcomplicated."

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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 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 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. PrudentialUK and Discovery launched PruHealth in 2004.