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PRUDENTIAL PLC
Form 6-K
October 26, 2005

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of October, 2005

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

LAURENCE POUNTNEY HILL,
LONDON, EC4R 0HH, ENGLAND
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant
in connection with Rule 12g3-2(b): 82-

Enclosures: 3rd Quarter Results

Embargo: 7.00am Wednesday 26th October 2005

PRUDENTIAL PLC THIRD QUARTER 2005 NEW BUSINESS RESULTS AND GROUP UPDATE

For the first nine months of the year:

- Total Group Insurance sales of GBP10.8 billion, up 33 per cent on 2004
- Total Group Insurance APE sales of GBP1.6 billion, up 27 per cent on 2004
- Jackson National Life's (JNL) APE sales of GBP401 million, up 17 per cent on 2004
- APE sales at Prudential Corporation Asia of GBP508 million, up 27 per cent on 2004
- Prudential UK and Europe APE sales of GBP700 million, up 34 per cent on 2004

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- M&G had record gross fund inflows of GBP5.6 billion, up 62 per cent on 2004

Group Update

- Clear articulation of Group strategy built on maximising shareholder value through mainly organic growth in US, Asia and UK
- Focus on becoming a leader across the three regions in retirement services, in addition to life insurance and fund management
- JNL is a key part of our plans to achieve a leading position in retirement services in the US: increased remittances from JNL to Group
- Asia has sufficient funding to exploit in full the growth opportunities in the region, while remaining on track to become cash positive in 2006
- We have three strong UK franchises, but there are opportunities for cost synergies and potential revenue benefits from close collaboration
- Egg retained with important role in this broader UK strategy
- Well placed in fund management globally to capitalise on increasing appetite for transparent investment products, access to more global products and the continuing rise of open architecture platforms
- Capital and cash to fund organic growth over the medium term, within our current and developing balance sheet.

Commenting, Mark Tucker, Group Chief Executive said:

"All our businesses are showing strong growth and these results are a clear demonstration of the momentum that the Group has built up. They confirm that our businesses are in robust health and the prospects are positive.

"JNL's total APE sales were up 17 per cent, and within that retail sales for the nine months were GBP308 million - that's up 14 per cent on 2004. Improved variable and fixed index annuity sales were partially offset by decreased fixed annuity sales.

"In Asia, we've followed a strong second quarter with a very good third quarter - a quarter that's up 32 per cent on the same period last year. Sales of more profitable regular premium products now represent 89 per cent of APE sales.

"In the UK, growth has been driven mainly by strong sales of unit-linked bonds and bulk annuities. Competition has intensified in some areas in the third quarter, particularly in protection and in elements of the individual annuity market. Despite this, we remain confident that we will achieve our forecast of 10 per cent APE growth in 2005.

"M&G, supported by excellent investment performance had record gross fund inflows for the nine months of GBP5.6 billion - an increase of 62 per cent on the same period last year. Net fund inflows increased 343 per cent to GBP2.7 billion for the year to date.

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"Egg reported separately today and their results represent a solid performance at a time when the unsecured lending market remains highly competitive."

Group Update

Mark Tucker also provided an update on the future direction of the Group. He said:

"The Group has undertaken a comprehensive review of retail financial services markets in all major geographies, not just Prudential home territories. We have one clear standard that we use to guide all of our strategy decisions - the choices we make and the actions we take must consistently generate sustainable value for our shareholders. And our actions must achieve the optimum balance between present and future growth and profitability.

"Taking a broader view has, in many areas, confirmed the existing strategies Prudential has been following as sound. However we see a need, looking to the future to target a broader spectrum of opportunity than just life insurance - important and profitable though we expect that sector to be for us."

JNL is a highly successful and well-positioned participant in a market in which we want to be powerful. We see the US as a very important part of the Group's plans to achieve a leading position in retirement services internationally.

As "Baby Boomers" retire and shift their focus from asset accumulation to income distribution, one of JNL's main aims will be to capture a proportion of these flows - it has all the attributes to succeed. With an emphasis on sales of low capital intensive variable annuity products, solid operating results and strong investment portfolio performance, JNL is capable of self-generating the capital necessary to support its future growth at our required returns and return a growing remittance to the centre.

Asia has been the main engine for growth in the Group in recent years and we have no intention of restricting growth in Asia to a level lower than that which we consider commercially optimum and sustainable. We can meet our challenging growth targets and do so within our stated aim of turning cash positive from 2006. The strategy will continue to be to grow primarily by organic means in all markets, but with particular focus on China, Taiwan, Korea and India. To drive this forward, Mark Norbom, Chief Executive of Prudential Corporation Asia, recently announced a number of new roles and enhanced responsibilities across the region.

In the UK, the Group has three very strong franchises to build on - M&G continues both to deliver top tier investment performance and accelerate profitability, Egg has demonstrated the power to build a large-scale "sticky" customer base of over three million and a very powerful consumer brand, while our UK insurance operations continue to deliver against its growth and value targets.

Although each of the businesses will continue to target growth in its own sector, we see opportunities for greater collaboration allowing us to capitalise on the strong positions we have in different areas of the market.

We have decided to retain and develop Egg. The potential advantages that we can get from owning Egg make it clear that retaining it is the right decision. It fits in with our objective of generating more value for our customers and shareholders.

There are four key reasons behind this decision. Egg has built a strong customer franchise with over 3 million younger, more affluent customers - and these customers are a good and very different complement to Prudential's multi-million

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UK customers. Second, is its brand. Next, Egg's direct distribution model has supported upwards of 20 per cent compound growth since 2000. In a world of increasing intermediation, we believe that maintaining a direct distribution capability remains very important. Finally, Egg also provides the expertise and infrastructure as our entry point into the highly profitable personal savings and loans market. The short-term payback and the lower capital-intensive lending and deposit products are also an important complement to our longer-term capital-intensive retirement offering in the UK.

Cost benefit can be won through managing administration and IT infrastructure more closely and by seeking to coordinate our marketing efforts where this makes sense. Revenue opportunities are a potential prize as we work through how best to add value to our millions of Prudential customers by offering a wider range of retail financial services products, banking and loan products manufactured by Egg and extremely attractive medium to long-term savings products manufactured by M&G.

We are in the process of a detailed review of how best to realise these synergies. We will be considering whether there is a financial and commercial case for bringing Egg fully into the Group through a share exchange or whether to retain the existing structure. No decision has been made as yet.

Prudential has three excellent asset management businesses. We anticipate an increasing appetite for transparent investment products, access to more global products and a continuing rise in open architecture platforms plus a rapidly expanding role for cross-border sales off a common investment platform. As a result of our performance, brand and distinctive investment culture, we are exceptionally well-placed to capitalise on these factors.

There are material synergies for us to act on. We have identified three main areas where there are material cost savings from working across the business units. These are capital management, risk management and in the Group's IT infrastructure. For example, work underway on a single global IT infrastructure should provide a saving of GBP20-25 million a year.

Capital management is at the centre of the Group agenda. We have taken a very hard look at where our capital is deployed. Our performance and our efforts to improve capital efficiency, have yielded significant improvements over the last year.

Over the medium term, we have the capital and cash to fund organic growth within our current and developing balance sheet. There are also further options to increase our capacity in the future through debt and alternative capital sources.

Mark Tucker concluded:

"Prudential is a successful business and we will continue to build shareholder value. We're going to sustain the geographical spread that has stood Prudential in such good stead over the last decade.

"We'll continue to build market leading franchises in the US and Asia and build on our strong positions in the UK. We'll do that by organic growth and by building on our proven strengths and in particular we'll take advantage of the global 'retirement financing' opportunity and our strong life insurance and fund management businesses.

"Alongside our ambition to become a leading player in retirement services, we'll leverage our capabilities and assets in all related financial service markets where we are confident we have a basis for advantage."

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Update on Group Capital and Cashflow

Philip Broadley, Group Finance Director, also provided an update on Group capital and cashflow. He said:

"One of the benefits of the Group's present structure and operations is the diversification benefit we get from the spread of risks we've taken on. Using our internal capital model, our gross capital requirement of GBP3.7 billion is reduced by over GBP1 billion, or about 30 per cent because of the benefits of diversification across the Group.

"As at 31 December 2004, as previously reported, Prudential had a surplus of GBP845 million on the Financial Conglomerates' Directive basis, which we expect to be broadly maintained at the end of 2005."

Taiwan

Philip Broadley also gave a summary of the Group's in-force insurance liabilities in Taiwan.

Prudential's in-force business in Taiwan includes traditional whole of life policies where the premium rates have been set by the regulator at different points in time for the industry as a whole. Premium rates were set to give a guaranteed minimum sum assured on death and a guaranteed surrender value on early surrender based on prevailing interest rates at the time of policy issue. Premium rates also included allowances for mortality and expenses. Guarantees have fallen over time as interest rates have reduced from a high of 8 per cent to levels of around 2 per cent today. The current low level of bond rates available in Taiwan gives rise to a negative spread against the majority of these policies.

The current cash costs of funding in-force negative spread in Taiwan is around GBP30 million a year. With planned growth, Taiwan is expected to become cash positive during 2010 even if rates were to stay unchanged.

In line with our strategy to develop the Taiwan business away from traditional business, the current mix of new business in Taiwan is 78 per cent unit-linked and protection. Interest rates have little effect on new business profitability and a 100 basis points fall in interest rates would reduce the new business margin in Taiwan by less than two percentage points.

Interest rate risk in Taiwan is allowed for within our economic capital modelling on a stochastic basis. This capital is held in central funds and is not required as local capital in Taiwan.

For regulatory capital purposes the FSA has agreed that we should modify the calculation so that the capital requirement in Taiwan under the Financial Conglomerates' Directive can be determined on an economic capital basis that reflects the nature of our in-force liabilities in Taiwan.

In achieved profits reporting at the 2005 half year we assumed that Taiwanese bond rates, currently at around 2 per cent, will trend to a long-term assumption of 5.5 per cent by 31 December 2012. Allowance is made for the mix of assets in the fund, our future investment strategy and the market value depreciation of bonds already held by the fund as yields rise to the assumed long-term yields. At the half year this resulted in an assumed Fund Earned Rate that trends from 2.3 per cent to 5.8 per cent by 31 December 2013. There is a slight decline in the Fund Earned Rate in the first few years as the depreciation of long bonds exceeds the corresponding income pick up as rates rise.

Taiwan's achieved profits embedded value at the end of 2004 was GBP153 million

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with sensitivities to bond rates as follows:

- a 100 basis point fall in starting bond rates would reduce embedded value by GBP84 million
- a 100 basis point increase in starting bond rates would increase embedded value by GBP70 million
- a 100 basis point parallel decrease in bond rates with an equivalent adjustment to the risk discount rate would reduce embedded value by GBP204 million
- a 100 basis point parallel increase in bond rates with an equivalent adjustment to the risk discount rate would increase embedded value by GBP148 million

Prudential restated its 2004 year end achieved profits results to reflect European Embedded Value (EEV) principles on 2 June 2005. In these restatements the capital allocated to Asia was increased in line with the increase in economic capital and resulted in a charge of GBP269 million to embedded value. Prudential will adopt EEV as its Supplementary Reporting basis for its 2005 year end reporting. EEV embedded value has been established using a trended basis to longer-term rates with a prudent allowance for capital on a stochastic basis for the possible scenarios where lower interest rates would prevail.

Taiwan remains a key growth market for Prudential and was the largest of our markets in Asia in the nine months to 30 September 2005 in terms of APE sales.

Commentary on Nine Months' Results

UK and Europe Insurance Operations

Prudential UK and Europe APE sales in the first nine months of 2005 of GBP700 million were up 34 per cent on the same period of 2004, driven mainly by strong sales of bulk annuities and unit-linked bonds. This increase in sales includes the acquisition of the in-force pension annuities book from Phoenix Life & Pensions ("PLP") in June 2005. Excluding this transaction, APE sales increased by 7 per cent.

Bulk annuity sales in the first nine months of 2005 of GBP193 million were up GBP168 million on the prior year. Excluding the PLP transaction, growth in bulk annuity sales remained strong (up 92 per cent), reflecting Prudential's leading position in this market.

Although sales of individual annuities through intermediaries slowed due to the current competitive pricing environment to which Prudential chose not to respond, sales through the Partnerships and Direct to Consumer channels have largely been unaffected. Total individual annuity sales increased by 4 per cent on last year to GBP163 million, demonstrating the benefits of Prudential's diversified distribution capability.

APE sales of unit-linked bonds increased 69 per cent to GBP49 million, reflecting continued progress being made by Prudential in the IFA unit-linked bond market.

Corporate pension sales have remained challenging with APE sales of GBP117 million in the first nine months of 2005 down 13 per cent on the same period last year. However, a number of larger mandates have been secured for the latter part of 2005, including the group stakeholder pension schemes for Royal & SunAlliance and Goodyear Dunlop.

APE sales for Prudential's European operations increased 88 per cent to GBP15 million, reflecting growing bond sales through new and existing distributors.

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Both PruFund and PruHealth celebrated their first anniversaries in the third quarter. PruFund's initial investors received a total increase in their policy values of 8.4 per cent during the year (after tax and fund charges) reflecting the continued superior investment performance of Prudential's life fund. This strong investment performance was recognised in the Cazalet 2005 with-profits report where Prudential's rating increased from 8/10 to 9/10.

PruHealth had a good first year with sales growing more than 30 per cent per month in 2005. At the end of the third quarter of 2005, PruHealth had over 200 group clients and covered approximately 13,250 individuals. Premium income for the first nine months of 2005 was GBP5 million, of which GBP2 million was written in the third quarter.

Prudential's new lifetime mortgage product, Prudential Property Value Release Plan, has been open for quotations and illustrations since the end of August 2005, and launched for new business earlier this month. This innovative product which gives customers greater flexibility and control over the timing of when they draw down funds, thereby reducing total interest charges over the lifetime of the loan, has been well received by advisers and customers.

In September 2005, Bankhall announced that Prudential had been appointed to its multi-tie panel to provide annuities, bonds, pensions, and protection products. Bankhall is one of the UK's largest distributors of financial advice with over 7,500 financial advisers. This followed Prudential's appointment in July to Sesame's regulated multi-tie panel. Prudential was selected as a provider of guaranteed and with-profit annuities, investments, protection, and individual pensions and the panel went live in September. Prudential has been appointed to all but one of the major multi-tie networks announced to date and is strongly positioned to increase its share in the depolarised marketplace as this develops over the next couple of years.

Competition in some parts of the UK market remained challenging in the third quarter, in particular for protection and annuities where pricing has intensified. Despite this, Prudential UK remains confident that it will achieve overall growth in APE sales of 10 per cent in 2005.

M&G

M&G delivered record gross fund inflows of GBP5.6 billion in the first nine months of 2005, an increase of 62 per cent on the same period last year. Net fund inflows increased 343 per cent to GBP2.7 billion year to date.

Gross retail fund inflows were a record GBP2.7 billion, more than double the inflows in the same period last year, on the back of strong retail fund performance across all asset classes. Sales of equity funds were particularly strong, reflecting the fact that in equities M&G now has 72 per cent of funds in the top quartile over three years and 84 per cent of funds beating the sector average. M&G's UK retail business delivered gross fund inflows of GBP1.1 billion, already surpassing the whole of 2004. M&G International, which sells funds in Germany, Austria, Italy, Luxembourg and Switzerland, continued to grow very strongly, with gross fund inflows of GBP697 million, compared to GBP229 million for the first nine months of 2004. The South African business generated gross fund inflows of GBP855 million, up from GBP225 million for the same period last year. Net retail fund inflows across M&G's retail businesses totalled GBP899 million, a 484 per cent increase compared to last year.

Gross institutional fund inflows increased by 31 per cent in the first nine months of this year, totalling GBP2.9 billion. Net fund inflows were GBP1.8 billion, compared to GBP463 million last year. M&G's Collateralised Debt Obligations (CDO) business continued to develop strongly with net inflows of

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GBP521 million in the year to date. Institutional funds under management in the areas of segregated fixed income, pooled funds and property have also continued to grow during the year.

Jackson National Life

Jackson National Life (JNL) has delivered a strong result in the first nine months with total APE sales of GBP401 million up 17 per cent on the same period in 2004, as a result of increased variable annuity, fixed index annuity, and institutional product sales. Total retail APE sales for the first nine months of GBP308 million were up 14 per cent on 2004 as improved variable and fixed index annuity sales were partially offset by decreased fixed annuity sales during the period.

For the first nine months of 2005, variable annuity APE sales of GBP187 million were up 27 per cent on the prior year, following on from record sales in 2004. Total sales of variable annuities exceeded \$1 billion in each of the first three quarters of 2005, with sales in each consecutive quarter surpassing the last. This result was achieved against a decline in the variable annuity market of 5 per cent for the first half of 2005(1), and reflects JNL's continued success in product innovation and distribution.

JNL was ranked as the 12th largest provider of variable annuities in the US market during the first half of 2005, compared with 15th during the same period last year. Its variable annuity assets grew 11 per cent during the first half of the year, compared with total industry growth of 1 per cent. The rate of take-up of the fixed account option continued to decline at 22 per cent during the first nine months, compared with 28 per cent during the same period in 2004, primarily as a result of continued low interest rates and customers' desire for greater equity exposure.

APE sales of fixed annuities were GBP64 million, down 24 per cent on the first nine months of 2004, reflecting continued low interest rates and a relatively flat yield curve in the US, which has made rates on short-term certificates of deposit more attractive to customers.

Fixed index annuity APE sales of GBP46 million were up 59 per cent on the first nine months of 2004, reflecting customers' increasing preference for fixed products with the potential for higher returns linked to equity index performance.

APE sales of life products of GBP11 million for the first nine months of 2005, were up 10 per cent on the prior year.

APE sales of institutional products for the first nine months of the year were GBP94 million, up 31 per cent on the same period in 2004, reflecting several attractive issuance opportunities in the first half of 2005.

Curian Capital, which provides innovative fee-based separately managed accounts, had deposits of GBP315 million for the first nine months of the year, up 7 per cent over the same period in 2004. Currently in its third year of operation, Curian has surpassed \$1.5 billion of funds under management.

Jackson National has delivered impressive sales growth in the first nine months of 2005. The customer friendly annuity products, low-cost structure, relationship-based distribution model, and award-winning customer service have positioned the company well to capitalise on growth opportunities in the US market going forward.

Prudential Corporation Asia

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Prudential's Asian operations have continued the strong growth shown at the half year with total APE sales in the first nine months of GBP508 million, up 27 per cent on the same period last year. For the third quarter of 2005, sales on an APE basis of GBP197 million represent an increase of 32 per cent on the same three month period in 2004 and 15 per cent growth over the second quarter of 2005. Sales of more profitable regular premium products continue to grow and now represent 89 per cent of APE sales.

Prudential's Korean life operation has sustained its strong performance recorded at the half year with third quarter APE sales of GBP31 million, an increase of 107 per cent on the same quarter last year. APE sales for the first nine months of 2005 were up 90 per cent on prior year. This increase clearly demonstrates the flexibility of its multi-channel distribution model, with in-house financial consultants and general agents currently the primary distribution channels, supported by contributions from direct marketing and bancassurance.

Prudential's Indian life insurance joint venture with ICICI remains firmly in position as the number one private sector life insurance company. Prudential's 26 per cent share of the joint venture's APE sales for the first nine months of 2005 was GBP41 million, up 64 per cent on the same period in 2004. The business continues to extend its geographic reach in India with 74 branches to date and has grown its tied agency force by 72 per cent over prior year.

The life insurance joint venture with CITIC in China continues its rapid growth with a 17 per cent increase in third quarter APE sales compared to the second quarter, and a 46 per cent increase compared to the third quarter last year. APE sales for the first nine months of 2005 were GBP16 million, up 33 per cent on the same period of 2004. Progress continues to be made in establishing CITIC Prudential as the leading foreign joint venture life insurer in terms of geographic coverage, with six new city licences added during 2005 bringing the total to 10.

In Indonesia, APE sales for the first nine months of GBP33 million represent a 57 per cent increase on the same period of 2004. Third quarter sales of GBP13 million were 18 per cent ahead of the second quarter.

Third quarter APE sales in Taiwan increased 50 per cent over the second quarter. This was in part due to the successful launch of a new unit linked retirement product in the previous quarter. For the first nine months of 2005, APE sales were up 13 per cent on prior year to GBP120 million. Unit-linked sales in Taiwan continue to grow and now represent 65 per cent of total APE sales in Taiwan on a year-to-date basis.

Prudential's Singapore life operation delivered APE sales growth of 21 per cent compared to both the second quarter and to the same nine month period last year, driven in part by the launch of six new investment linked funds in 2005.

In Hong Kong, growth in APE sales was 7 per cent compared with the same nine month period last year demonstrating good performance in a challenging market. Third quarter sales of the more profitable regular premium products have continued to grow quarter on quarter over the nine month period due to growth from the bancassurance channels.

In Malaysia, Prudential's life business continues to benefit from its market leading agent productivity with total APE sales for the first nine months of 2005 of GBP46 million, up 18 per cent on the same nine month period last year.

Year to date aggregate APE sales from the remaining four markets of the Philippines, Thailand, Vietnam and Japan are down 9 per cent compared with the same nine month period last year. In Vietnam, sales for the first nine months of 2005 were down 20 per cent from the same period last year as industry growth continues to be slower than in 2004.

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Total investment product funds under management are GBP9.3 billion, up 22 per cent on 2004. Earlier this year ICICI, Prudential's joint venture partner in the Prudential ICICI Asset Management Company, agreed to purchase an additional 6 per cent share of Prudential ICICI Asset Management Company. The transaction was completed on 26th August, bringing ICICI Group's share to 51 per cent, while Prudential now holds 49 per cent. As a result, Prudential no longer consolidates Prudential ICICI Asset Management Company as a subsidiary.

Net investment product inflows of GBP0.9 billion are up 249 per cent on 2004. Strong net inflows in Japan of GBP836 million and Korea of GBP473 million were partially offset by net outflows in Taiwan of GBP570 million where the bond fund market remains unsettled and of GBP150 million in third party institutional mandates.

We are confident of our ability to grow strongly and profitably in Asia. The opportunities in our newer markets, coupled with the strength of our larger operations, should enable us to maintain good sales growth for the remainder of 2005.

Egg

Egg has separately announced its third quarter results today.

Dealing Disclosure Requirements

Under the provisions of Rule 8.3 of the City Code on Takeovers and Mergers (the "City Code"), any person who, alone or acting together with any other person(s) pursuant to an agreement or understanding (whether formal or informal) to acquire or control relevant securities of Prudential or Egg, owns or controls, or becomes the owner or controller, directly or indirectly, of one per cent. or more of any class of securities of Prudential or Egg is required to disclose, by not later than 12.00 noon (London time) on the London business day following the date of the relevant transaction, dealings in such securities of that company (or in any option in respect of, or derivative referenced to, any such securities) during the period to the date on which the offer becomes or is declared unconditional as to acceptances or lapses or is otherwise withdrawn.

Under the provisions of Rule 8.1 of the City Code, all dealings in relevant securities of Prudential or Egg by Prudential or Egg, or by any of their respective "associates" (within the meaning of the City Code) must also be disclosed.

If you are in any doubt as to the application of Rule 8 to you, please contact an independent financial adviser authorised under the Financial Services and Markets Act 2000, consult the Panel's website at www.takeoverpanel.org.uk or contact the Panel on telephone number +44 20 7638 0129; fax +44 20 7236 7013.

- ENDS -

Enquiries:

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Notes to Editors

1. All comparisons above and in the narrative below are quoted at constant exchange rates (CER). See Notes to Editors for further details.
2. Sales for overseas operations have been reported using average exchange rates as shown in the attached schedules. Commentary is given on the results on a constant exchange rate basis. The two bases are compared in the table below.

	Annual Premium Equivalent Sales					
	Actual exchange rates			Constant exchange rates		
	YTD 2005 GBPm	YTD 2004 GBPm	+/- (%)	YTD 2005 GBPm	YTD 2004 GBPm	+/- (%)
UK & Europe	700	521	34%	700	521	34%
US	401	346	16%	401	342	17%
Asia	508	394	29%	508	401	27%
Total	1,609	1,261	28%	1,609	1,264	27%

	Gross Inflows					
	Actual exchange rates			Constant exchange rates		
	YTD 2005 GBPm	YTD 2004 GBPm	+/- (%)	YTD 2005 GBPm	YTD 2004 GBPm	+/- (%)
M&G	5,600	3,451	62%	5,600	3,451	62%
Asia	14,380	13,888	4%	14,380	14,472	(1%)
Total	19,980	17,339	15%	19,980	17,923	11%

	Total Insurance and Investment New Business					
	Actual exchange rates			Constant exchange rates		
	YTD 2005 GBPm	YTD 2004 GBPm	+/- (%)	YTD 2005 GBPm	YTD 2004 GBPm	+/- (%)
Insurance	10,800	8,150	33%	10,800	8,124	33%
Investment	19,980	17,339	15%	19,980	17,923	11%
Total	30,780	25,489	21%	30,780	26,047	18%

3. There will be a conference call today for wire services at 7.30am (BST) hosted by Mark Tucker, Group Chief Executive and Philip Broadley, Group

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Finance Director. Dial in telephone number: +44 (0)20 8609 0205. Passcode: 155439#

4. A press conference will take place at 11.30am (BST) at Governor's House, Laurence Pountney Hill, London, EC4R 0HH. This will be hosted by Mark Tucker, Group Chief Executive, and Philip Broadley, Group Finance Director. Please call the press office on +44 (0)20 7548 3708 if you wish to attend.
5. A presentation to analysts will take place at 9.30am (BST) at Governor's House, Laurence Pountney Hill, London, EC4R 0HH. An audio cast of the presentation and the presentation slides will be available on the Group's website, www.prudential.co.uk.
6. There will be a conference call for investors and analysts at 2.30pm (BST) hosted by Mark Tucker, Group Chief Executive and Philip Broadley, Group Finance Director. Please call from the UK +44 (0)800 358 2705 and from the US +1 866 793 4279. Pin number 487687#. A recording of this call will be available for replay for one week by dialling: +44 (0)20 8609 0289 from the UK or +1 866 676 5865 from the US. The conference reference number is 129574.
7. High resolution photographs are available to the media free of charge at www.newscast.co.uk (+44 (0) 207 608 1000).
8. An interview with Mark Tucker, Group Chief Executive, (in video/audio/text) will be available on www.cantos.com and www.prudential.co.uk from 7.05am on 26th October 2005.
9. Annual premium equivalent (APE) sales comprise regular premium sales plus one-tenth of single premium insurance sales.
10. Total number of Prudential plc shares in issue as at 14th October 2005 was 2,383,761,711
11. Financial Calendar 2005-2006:

Q4 New Business Figures	25th January 2006
Full Year 2005 Results	16th March 2006
Q1 New Business Figures	20th April 2006
AGM	18th May 2006
Interim Results	28th July 2006
12. In addition to the financial statements provided with this press release, additional financial schedules are available on the Group's website at www.prudential.co.uk

*Prudential plc, a company incorporated and with its principal place of business in the United Kingdom, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. It has been in existence for over 150 years and has GBP187 billion in assets under management, (as at 31 December 2004). Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

Forward-Looking Statements

This statement may contain certain "forward-looking statements" with respect to certain of Prudential's plans and its current goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements containing the words "believes", "intends", "expects", "plans", "seeks" and "anticipates", and words of similar meaning, are forward-looking. By their nature, all forward-looking statements involve risk and uncertainty

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because they relate to future events and circumstances which are beyond Prudential's control including among other things, UK domestic and global economic and business conditions, market related risks such as fluctuations in interest rates and exchange rates, and the performance of financial markets generally; the policies and actions of regulatory authorities, the impact of competition, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; and the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate. This may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. As a result, Prudential's actual future financial condition, performance and results may differ materially from the plans, goals, and expectations set forth in Prudential's forward-looking statements. Prudential undertakes no obligation to update the forward-looking statements contained in this statement or any other forward-looking statements it may make.

Schedule 1A - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2005

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US (1a)				Asia (1a)				Total	
	2005 Q3	2004 Q3	+/-	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3
	YTD	YTD	(%)	YTD	YTD			YTD	YTD			YTD	YTD
	GBPm	GBPm		GBPm	GBPm			GBPm	GBPm			GBPm	GBPm
Total Insurance Products	5,848	3,956	48%	3,919	3,340	17%		1,033	828	25%		10,800	8,124
Total Investment Products - Gross Inflows (2)	5,600	3,451	62%	-	-	0%		14,380	14,472	(1%)		19,980	17,923
Group Total	11,448	7,407	55%	3,919	3,340	17%		15,413	15,300	1%		30,780	26,047

INSURANCE OPERATIONS

	Single				Regular				Total				Annual Equi	
	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3
	YTD	YTD			YTD	YTD			YTD	YTD			YTD	YTD
	GBPm	GBPm			GBPm	GBPm			GBPm	GBPm			GBPm	GBPm

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UK Insurance Operations :										
Direct to Customer:										
Individual Pensions	10	7	43%	6	6	0%	16	13	23%	7
Life - With Profit Bond	10	9	11%	1	1	0%	11	10	10%	2
Life - Other Individual Annuities	-	-	-	1	1	0%	1	1	0%	1
	543	464	17%	-	-	-	543	464	17%	54
Sub-Total	563	480	17%	8	8	0%	571	488	17%	64
DWP Rebates	234	252	(7%)	-	-	-	234	252	(7%)	23
Total	797	732	9%	8	8	0%	805	740	9%	88
Business to Business:										
Corporate Pensions	160	108	48%	92	103	(11%)	252	211	19%	108
Individual Annuities	151	162	(7%)	-	-	-	151	162	(7%)	15
Bulk Annuities	413	253	63%	-	-	-	413	253	63%	41
Total	724	523	38%	92	103	(11%)	816	626	30%	164
Intermediated Distribution:										
Individual Pensions	50	45	11%	14	16	(13%)	64	61	5%	19
Corporate Pensions	32	127	(75%)	6	7	(14%)	38	134	(72%)	9
Life - With Profit Bond	119	188	(37%)	-	-	-	119	188	(37%)	12
Life - Other Bond	682	520	31%	-	-	-	682	520	31%	68
Life - Other Individual Annuities	4	-	-	5	3	67%	9	3	200%	5
	786	854	(8%)	-	-	-	786	854	(8%)	79
Sub-Total	1,673	1,734	(4%)	25	26	(4%)	1,698	1,760	(4%)	192
DWP Rebates	80	92	(13%)	-	-	-	80	92	(13%)	8
Total	1,753	1,826	(4%)	25	26	(4%)	1,778	1,852	(4%)	200
Partnerships:										
Life - With Profit Bond	-	3	-	-	-	-	-	3	-	-
Life - Other Individual Annuities	628	573	10%	3	1	200%	631	574	10%	66
	145	88	65%	-	-	-	145	88	65%	15
Bulk Annuities	1,519	-	-	-	-	-	1,519	-	-	152
Total	2,292	664	245%	3	1	200%	2,295	665	245%	232
Total :										
Individual Pensions	60	52	15%	20	22	(9%)	80	74	8%	26
Corporate	192	235	(18%)	98	110	(11%)	290	345	(16%)	117

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Pensions										
Life - With Profit Bond	129	200	(36%)	1	1	0%	130	201	(35%)	14
Life - Other Bond	682	520	31%	-	-	-	682	520	31%	68
Life - Other Individual	632	573	10%	9	5	80%	641	578	11%	72
Annuities Bulk	1,625	1,568	4%	-	-	-	1,625	1,568	4%	163
Annuities	1,932	253	664%	-	-	-	1,932	253	664%	193
Sub-Total	5,252	3,401	54%	128	138	(7%)	5,380	3,539	52%	653
DWP Rebates	314	344	(9%)	-	-	-	314	344	(9%)	31
Total UK Insurance Operations	5,566	3,745	49%	128	138	(7%)	5,694	3,883	47%	685
European Insurance Operations : (1a)										
Insurance Products	154	72	114%	-	1	-	154	73	111%	15
Total European Insurance Operations	154	72	114%	-	1	-	154	73	111%	15
Total UK & European Insurance Operations	5,720	3,817	50%	128	139	(8%)	5,848	3,956	48%	700
US Insurance Operations : (1a)										
Fixed Annuities	639	838	(24%)	-	-	-	639	838	(24%)	64
Fixed Index Annuities	460	290	59%	-	-	-	460	290	59%	46
Variable Annuities	1,870	1,471	27%	-	-	-	1,870	1,471	27%	187
Life (9)	8	10	(20%)	10	9	11%	18	19	(5%)	11
Sub-total Retail	2,977	2,609	14%	10	9	11%	2,987	2,618	14%	308
Guaranteed Investment Contracts	306	105	191%	-	-	-	306	105	191%	31
GIC - Medium Term Note	626	617	1%	-	-	-	626	617	1%	63
Total US Insurance Operations	3,909	3,331	17%	10	9	11%	3,919	3,340	17%	401
Asian Insurance Operations : (1a)										
China	10	6	67%	15	11	36%	25	17	47%	16
Hong Kong	201	160	26%	55	54	2%	256	214	20%	75

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India (@26%) (6)	2	4	(50%)	41	25	64%	43	29	48%	41
Indonesia	36	24	50%	29	18	61%	65	42	55%	33
Japan	19	12	58%	3	5	(40%)	22	17	29%	5
Korea	12	34	(65%)	90	45	100%	102	79	29%	91
Malaysia	8	5	60%	45	39	15%	53	44	20%	46
Singapore	194	155	25%	38	31	23%	232	186	25%	57
Taiwan	95	67	42%	110	99	11%	205	166	23%	120
Other (4)	6	7	14%	24	28	(14%)	30	35	(12%)	25
Total Asian Insurance Operations	583	474	23%	450	354	27%	1,033	828	25%	508
Group Total	10,212	7,622	34%	588	502	17%	10,800	8,124	33%	1,609

Schedule 1B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2005

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US (1b)				Asia (1b)			Total	
	2005 Q3	2004 Q3	+/-	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3	+/-	2005 Q3	2004 Q3
	YTD	YTD	(%)	YTD	YTD			YTD	YTD	(%)	YTD	YTD
	GBPm	GBPm		GBPm	GBPm			GBPm	GBPm		GBPm	GBPm
Total Insurance Products	5,848	3,955	48%	3,919	3,379	16%		1,033	816	27%	10,800	8,150
Total Investment Products - Gross Inflows (2)	5,600	3,451	62%	-	-	0%		14,380	13,888	4%	19,980	17,339
Group Total	11,448	7,406	55%	3,919	3,379	16%		15,413	14,704	5%	30,780	25,489

INSURANCE OPERATIONS

	Single			Regular				Total			Annual Equi		
	2005 Q3	2004 Q3	+/-	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3	+/-	(%)	2005 Q3	2004 Q3
	YTD	YTD	(%)	YTD	YTD			YTD	YTD			YTD	YTD
	GBPm	GBPm		GBPm	GBPm			GBPm	GBPm			GBPm	GBPm
UK Insurance Operations : Direct to Customer:													
Individual Pensions	10	7	43%	6	6	0%		16	13	23%		7	

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Life - With Profit Bond	10	9	11%	1	1	0%	11	10	10%	2
Life - Other Individual Annuities	-	-	-	1	1	0%	1	1	0%	1
	543	464	17%	-	-	-	543	464	17%	54
Sub-Total	563	480	17%	8	8	0%	571	488	17%	64
DWP Rebates	234	252	(7%)	-	-	-	234	252	(7%)	23
Total	797	732	9%	8	8	0%	805	740	9%	88
Business to Business:										
Corporate Pensions	160	108	48%	92	103	(11%)	252	211	19%	108
Individual Annuities	151	162	(7%)	-	-	-	151	162	(7%)	15
Bulk Annuities	413	253	63%	-	-	-	413	253	63%	41
Total	724	523	38%	92	103	(11%)	816	626	30%	164
Intermediated Distribution:										
Individual Pensions	50	45	11%	14	16	(13%)	64	61	5%	19
Corporate Pensions	32	127	(75%)	6	7	(14%)	38	134	(72%)	9
Life - With Profit Bond	119	188	(37%)	-	-	-	119	188	(37%)	12
Life - Other Bond	682	520	31%	-	-	-	682	520	31%	68
Life - Other Individual Annuities	4	-	-	5	3	67%	9	3	200%	5
	786	854	(8%)	-	-	-	786	854	(8%)	79
Sub-Total	1,673	1,734	(4%)	25	26	(4%)	1,698	1,760	(4%)	192
DWP Rebates	80	92	(13%)	-	-	-	80	92	(13%)	8
Total	1,753	1,826	(4%)	25	26	(4%)	1,778	1,852	(4%)	200
Partnerships:										
Life - With Profit Bond	-	3	-	-	-	-	-	3	-	-
Life - Other Individual Annuities	628	573	10%	3	1	200%	631	574	10%	66
	145	88	65%	-	-	-	145	88	65%	15
Bulk Annuities	1,519	-	-	-	-	-	1,519	-	-	152
Total	2,292	664	245%	3	1	200%	2,295	665	245%	232
Total :										
Individual Pensions	60	52	15%	20	22	(9%)	80	74	8%	26
Corporate Pensions	192	235	(18%)	98	110	(11%)	290	345	(16%)	117
Life - With Profit Bond	129	200	(36%)	1	1	0%	130	201	(35%)	14
Life - Other Bond	682	520	31%	-	-	-	682	520	31%	68
Life - Other Individual Annuities	632	573	10%	9	5	80%	641	578	11%	72

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Individual Annuities	1,625	1,568	4%	-	-	-	1,625	1,568	4%	163
Bulk Annuities	1,932	253	664%	-	-	-	1,932	253	664%	193
Sub-Total	5,252	3,401	54%	128	138	(7%)	5,380	3,539	52%	653
DWP Rebates	314	344	(9%)	-	-	-	314	344	(9%)	31
Total UK Insurance Operations	5,566	3,745	49%	128	138	(7%)	5,694	3,883	47%	685
European Insurance Operations : (1b)										
Insurance Products	154	71	117%	-	1	-	154	72	114%	15
Total European Insurance Operations	154	71	117%	-	1	-	154	72	114%	15
Total UK & European Insurance Operations	5,720	3,816	50%	128	139	(8%)	5,848	3,955	48%	700
US Insurance Operations : (1b)										
Fixed Annuities	639	848	(25%)	-	-	-	639	848	(25%)	64
Fixed Index Annuities	460	293	57%	-	-	-	460	293	57%	46
Variable Annuities	1,870	1,489	26%	-	-	-	1,870	1,489	26%	187
Life (9)	8	10	(20%)	10	9	11%	18	19	(5%)	11
Sub-total Retail	2,977	2,640	13%	10	9	11%	2,987	2,649	13%	308
Guaranteed Investment Contracts	306	106	189%	-	-	-	306	106	189%	31
GIC - Medium Term Note	626	624	0%	-	-	-	626	624	0%	63
Total US Insurance Operations	3,909	3,370	16%	10	9	11%	3,919	3,379	16%	401
Asian Insurance Operations : (1b)										
China	10	6	67%	15	11	36%	25	17	47%	16
Hong Kong	201	162	24%	55	55	0%	256	217	18%	75
India (@26%) (6)	2	4	(50%)	41	24	71%	43	28	54%	41
Indonesia	36	27	33%	29	20	45%	65	47	38%	33
Japan	19	12	58%	3	5	(40%)	22	17	29%	5
Korea	12	30	(60%)	90	40	125%	102	70	46%	91
Malaysia	8	5	60%	45	39	15%	53	44	20%	46

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Singapore	194	153	27%	38	31	23%	232	184	26%	57
Taiwan	95	64	48%	110	95	16%	205	159	29%	120
Other (4)	6	6	0%	24	27	(11%)	30	33	(9%)	25
Total Asian Insurance Operations	583	469	24%	450	347	30%	1,033	816	27%	508
Group Total	10,212	7,655	33%	588	495	19%	10,800	8,150	33%	1,609

Schedule 2

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2005

INVESTMENT OPERATIONS

	Opening FUM	Gross inflows	Redemptions	Net inflows	Other movements	Market & currency movements	Net movement in FUM	Closing FUM
2005								
M&G								
Retail	11,613	2,714	(1,815)	899	-	1,214	2,113	13,726
Institutional (5)	17,092	2,886	(1,050)	1,836	(156)	1,262	2,942	20,034
Total M&G	28,705	5,600	(2,865)	2,735	(156)	2,476	5,055	33,760
Asia								
India (10)	2,144	8,497	(8,357)	140	(1,186)	314	(732)	1,412
Taiwan	1,797	1,836	(2,406)	(570)	-	143	(427)	1,370
Korea	1,427	2,239	(1,766)	473	(21)	275	727	2,154
Japan	1,638	1,138	(302)	836	-	68	904	2,542
Other Mutual Fund Operations	583	611	(431)	180	-	55	235	818
Total Asian Mutual Fund Operations	7,589	14,321	(13,262)	1,059	(1,207)	855	707	8,296
Hong Kong MPF Products (@36%) (6)	244	59	(22)	37	-	30	67	311
Third Party Institutional Mandates	705	-	(150)	(150)	-	114	(36)	669
Total Asia Other	949	59	(172)	(113)	-	144	31	980
Total Asian	8,538	14,380	(13,434)	946	(1,207)	999	738	9,276

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Investment
Operations

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Total Investment Products	37,243	19,980	(16,299)	3,681	(1,363)	3,475	5,793	43,036
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	Opening FUM	Gross inflows	Redemptions	Net inflows	Other movements	Market & currency movements	Net movement in FUM	Closing FUM
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2004

M&G

Retail	10,144	1,242	(1,088)	154	-	431	585	10,729
Institutional (5)	14,048	2,209	(1,746)	463	22	614	1,099	15,147
Total M&G	24,192	3,451	(2,834)	617	22	1,045	1,684	25,876

Asia

India	2,049	6,519	(6,683)	(164)	(19)	(13)	(196)	1,853
Taiwan	2,666	4,609	(5,426)	(817)	-	(43)	(860)	1,806
Korea	933	1,625	(1,179)	446	(33)	12	425	1,358
Japan	411	648	(81)	567	-	1	568	
Other Mutual Fund Operations	341	318	(129)	189	-	15	204	545

Investment
Operations

Total Asian Mutual Fund Operations	6,400	13,719	(13,498)	221	(52)	(28)	141	6,541
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Hong Kong MPF Products (@36%) (6)

Third Party Institutional Mandates	552	112	(140)	(28)	-	33	5	557
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Total Asia
Other

Total Asia Other	748	169	(161)	8	-	32	40	788
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Total Asian
Investment
Operations

Total Asian Investment Operations	7,148	13,888	(13,659)	229	(52)	4	181	7,329
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Total
Investment
Products

Total Investment Products	31,340	17,339	(16,493)	846	(30)	1,049	1,865	33,205
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	Opening FUM	Gross inflows	Redemptions	Net inflows	Other movements	Market & currency movements	Net movement in FUM	Closing FUM
2005 movement relative to 2004								
M&G								
Retail	14%	119%	(67%)	484%	-	182%	261%	28%
Institutional (5)	22%	31%	40%	297%	(809%)	106%	168%	32%
Total M&G	19%	62%	(1%)	343%	(809%)	137%	200%	0%
Asia								
India	5%	30%	(25%)	185%	(6142%)	2,515%	(273%)	0%
Taiwan	(33%)	(60%)	56%	30%	-	433%	50%	0%
Korea	53%	38%	(50%)	6%	36%	2192%	71%	1%
Japan	299%	76%	(273%)	47%	-	6700%	59%	160%
Other Mutual Fund Operations	71%	92%	(234%)	(5%)	-	267%	15%	50%
Total Asian Mutual Fund Operations	19%	4%	2%	379%	(2221%)	3154%	401%	27%
Hong Kong MPF Products (@36%) (6)	24%	4%	(5%)	3%	-	3100%	91%	35%
Third Party Institutional Mandates	28%	0%	(7%)	(436%)	-	245%	(820%)	20%
Total Asia Other	27%	(65%)	(7%)	(1513%)	-	350%	(23%)	24%
Total Asian Investment Operations	19%	4%	2%	313%	(2221%)	24875%	308%	27%
Total Investment Products	19%	15%	1%	335%	(4443%)	231%	211%	30%
US (7)						2005 Q3 YTD GBPm	2004 Q3 YTD	+/- (%)
Curian Capital External Funds under						854	441	94%

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Administration

Schedule 3

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2005 VERSUS QUARTER 3 2004

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equi
	Q3 2005	Q3 2004	+/- (%)	Q3 2005	Q3 2004	+/- (%)	Q3 2005	Q3 2004	+/- (%)	Q3 2005
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		GBPm
UK Insurance Operations :										
Direct to Customer:										
Individual Pensions	2	1	100%	2	2	0%	4	3	33%	2
Life - With Profit Bond	4	3	33%	-	-	-	4	3	33%	0
Life - Other	-	-	-	-	-	-	-	-	-	-
Individual Annuities	178	159	12%	-	-	-	178	159	12%	18
Sub-Total	184	163	13%	2	2	0%	186	165	13%	20
DWP Rebates	-	-	-	-	-	-	-	-	-	-
Total	184	163	13%	2	2	0%	186	165	13%	20
Business to Business:										
Corporate Pensions	46	31	48%	25	28	(11%)	71	59	20%	30
Individual Annuities	54	68	(21%)	-	-	-	54	68	(21%)	5
Bulk Annuities	93	43	116%	-	-	-	93	43	116%	9
Total	193	142	36%	25	28	(11%)	218	170	28%	44
Intermediated Distribution:										
Individual Pensions	11	12	(8%)	5	5	0%	16	17	(6%)	6
Corporate Pensions	9	10	(10%)	2	2	0%	11	12	(8%)	3
Life - With Profit Bond	44	55	(20%)	-	-	-	44	55	(20%)	4
Life - Other Bond	209	206	1%	-	-	-	209	206	1%	21
Life - Other Individual Annuities	1	-	-	2	1	100%	3	1	200%	2
Sub-Total	228	309	(26%)	-	-	-	228	309	(26%)	23
DWP Rebates	-	-	-	-	-	-	-	-	0%	-

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Total	502	592	(15%)	9	8	13%	511	600	(15%)	59
Partnerships:										
Life - With Profit Bond	-	1	-	-	-	-	-	1	-	-
Life - Other Individual Annuities	203	234	(13%)	2	1	100%	205	235	(13%)	22
	52	40	30%	-	-	-	52	40	30%	5
Bulk Annuities	44	-	-	-	-	-	44	-	-	4
Total	299	275	9%	2	1	100%	301	276	9%	32
Total :										
Individual Pensions	13	13	0%	7	7	0%	20	20	0%	8
Corporate Pensions	55	41	34%	27	30	(10%)	82	71	15%	33
Life - With Profit Bond	48	59	(19%)	-	-	-	48	59	(19%)	5
Life - Other Bond	209	206	1%	-	-	-	209	206	1%	21
Life - Other Individual Annuities	204	234	(13%)	4	2	100%	208	236	(12%)	24
	512	576	(11%)	-	-	-	512	576	(11%)	51
Bulk Annuities	137	43	219%	-	-	-	137	43	219%	14
Sub-Total DWP Rebates	1,178	1,172	1%	38	39	(3%)	1,216	1,211	0%	156
	-	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,178	1,172	1%	38	39	(3%)	1,216	1,211	0%	156
European Insurance Operations :)										
Insurance Products	34	35	(3%)	-	1	-	34	36	(6%)	3
Total European Insurance Operations	34	35	(3%)	-	1	-	34	36	(6%)	3
Total UK & European Insurance Operations	1,212	1,207	0%	38	40	(5%)	1,250	1,247	0%	159
US Insurance Operations : (8)						0%				
Fixed Annuities	229	275	(17%)	-	-	-	229	275	(17%)	23
Fixed Index Annuities	164	136	21%	-	-	-	164	136	21%	16
Variable Annuities	686	483	42%	-	-	-	686	483	42%	69
Life (9)	2	6	(67%)	4	4	0%	6	10	(40%)	4

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Sub-total	1,081	900	20%	4	4	0%	1,085	904	20%	112
Retail										
Guaranteed	119	75	59%	-	-	-	119	75	59%	12
Investment										
Contracts										
GIC - Medium	10	55	(82%)	-	-	-	10	55	(82%)	1
Term Note										
Total US	1,210	1,030	17%	4	4	0%	1,214	1,034	17%	125
Insurance										
Operations										
Asian										
Insurance										
Operations :										
China	5	1	400%	6	5	20%	11	6	83%	7
Hong Kong	54	53	2%	20	19	5%	74	72	3%	25
India (@26%) (6)	1	1	0%	14	7	100%	15	8	88%	14
Indonesia	8	6	33%	12	6	100%	20	12	67%	13
Japan	8	5	60%	1	2	(50%)	9	7	29%	2
Korea	2	3	(33%)	31	13	138%	33	16	106%	31
Malaysia	2	2	0%	17	18	(6%)	19	20	(5%)	17
Singapore	77	57	35%	15	11	36%	92	68	35%	23
Taiwan	23	34	(32%)	55	38	45%	78	72	8%	57
Other (4)	3	2	50%	8	10	(20%)	11	12	(8%)	8
Total Asian	183	164	12%	179	129	39%	362	293	24%	197
Insurance										
Operations										
Group Total	2,605	2,401	8%	221	173	28%	2,826	2,574	10%	481

	INVESTMENT OPERATIONS										
	M&G (5)			Asia Mutual Funds			Asia Other			Total	
	Q3 2005	Q3 2004	+/- (%)	Q3 2005	Q3 2004	+/- (%)	Q3 2005	Q3 2004	+/- (%)	Q3	
Opening											
FUM	31,171	24,442	28%	9,388	6,876	37%	900	765	18%	4	
Gross	2,021	1,275	59%	4,938	4,176	18%	20	16	25%		
inflows											
Less	(966)	(568)	(70%)	(4,554)	(4,608)	(1%)	(9)	(5)	(80%)	(5)	
redemp											
tions											
Net											
flows	1,055	707	49%	385	(431)	189%	11	12	(8%)		
Other	(35)	63	(156%)	(1,161)	(13)	(8831%)	-	-	-	(1)	
move											
ments											
Market											
and	1,569	663	137%	(316)	110	(387%)	69	12	475%		
currency											
movements											

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Net move ment in FUM	2,589	1,434	81%	(1,093)	(335)	(226%)	80	23	248%
Closing FUM	33,760	25,876	30%	8,296	6,541	27%	980	788	24%

Schedule 4

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2005 VERSUS QUARTER 3 2004

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equi	
	Q3 2005	Q2 2005	+/- (%)	Q3 2005	Q2 2005	+/- (%)	Q3 2005	Q2 2005	+/- (%)	Q3 2005	Q2 2005
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		GBPm	GBPm
UK Insurance Operations :											
Direct to Customer:											
Individual Pensions	2	4	(50%)	2	2	0%	4	6	(33%)	2	
Life - With Profit Bond	4	4	0%	-	-	-	4	4	0%	0	
Individual Annuities	178	198	(10%)	-	-	-	178	198	(10%)	18	
Sub-Total	184	206	(11%)	2	2	0%	186	208	(11%)	20	
DWP Rebates	-	-	-	-	-	-	-	-	0%	-	
Total	184	206	(11%)	2	2	0%	186	208	(11%)	20	
Business to Business:											
Corporate Pensions	46	58	(21%)	25	36	(31%)	71	94	(24%)	30	
Individual Annuities	54	48	13%	-	-	-	54	48	13%	5	
Bulk Annuities	93	106	(12%)	-	-	-	93	106	(12%)	9	
Total	193	212	(9%)	25	36	(31%)	218	248	(12%)	44	
Intermediated Distribution:											
Individual Pensions	11	18	(39%)	5	5	0%	16	23	(30%)	6	
Corporate Pensions	9	13	(31%)	2	2	0%	11	15	(27%)	3	
Life - With Profit Bond	44	42	5%	-	-	-	44	42	5%	4	
Life - Other Bond	209	247	(15%)	-	-	-	209	247	(15%)	21	

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Life - Other	1	3	(67%)	2	1	100%	3	4	(25%)	2
Individual	228	288	(21%)	-	-	-	228	288	(21%)	23
Annuities										
Sub-Total	502	611	(18%)	9	8	13%	511	619	(17%)	59
DWP Rebates	-	-	-	-	-	-	-	-	-	-
Total	502	611	(18%)	9	8	13%	511	619	(17%)	59
Partnerships:										
Life - With	-	-	-	-	-	-	-	-	-	-
Profit Bond										
Life - Other	203	228	(11%)	2	-	-	205	228	(10%)	22
Individual	52	50	4%	-	-	-	52	50	4%	5
Annuities										
Bulk	44	1,450	(97%)	-	-	-	44	1,450	(97%)	4
Annuities										
Total	299	1,728	(83%)	2	-	-	301	1,728	(83%)	32
Total :										
Individual	13	22	(41%)	7	7	0%	20	29	(31%)	8
Pensions										
Corporate	55	71	(23%)	27	38	(29%)	82	109	(25%)	33
Pensions										
Life - With	48	46	4%	-	-	-	48	46	4%	5
Profit Bond										
Life - Other	209	247	(15%)	-	-	-	209	247	(15%)	21
Bond										
Life - Other	204	231	(12%)	4	1	300%	208	232	(10%)	24
Individual	512	584	(12%)	-	-	-	512	584	(12%)	51
Annuities										
Bulk	137	1,556	(91%)	-	-	-	137	1,556	(91%)	14
Annuities										
Sub-Total	1,178	2,757	(57%)	38	46	(17%)	1,216	2,803	(57%)	156
DWP Rebates	-	-	-	-	-	-	-	-	-	-
Total UK	1,178	2,757	(57%)	38	46	(17%)	1,216	2,803	(57%)	156
Insurance										
Operations										
European										
Insurance										
Operations : (8)										
Insurance	34	81	(58%)	-	-	-	34	81	(58%)	3
Products										
Total	34	81	(58%)	-	-	-	34	81	(58%)	3
European										
Insurance										
Operations										
Total UK &	1,212	2,838	(57%)	38	46	(17%)	1,250	2,884	(57%)	159
European										
Insurance										
Operations										
US Insurance										
Operations : (8)										
Fixed	229	245	(7%)	-	-	-	229	245	(7%)	23

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Annuities										
Fixed Index	164	169	(3%)	-	-	-	164	169	(3%)	16
Variable	686	637	8%	-	-	-	686	637	8%	69
Life (9)	2	2	0%	4	3	33%	6	5	20%	4
Sub-total	1,081	1,053	3%	4	3	33%	1,085	1,056	3%	112
Guaranteed	119	137	(13%)	-	-	-	119	137	(13%)	12
GIC - Medium	10	256	(96%)	-	-	-	10	256	(96%)	1
Total US	1,210	1,446	(16%)	4	3	33%	1,214	1,449	(16%)	125
Asian										
China	5	4	25%	6	5	20%	11	9	22%	7
Hong Kong	54	95	(43%)	20	18	11%	74	113	(35%)	25
India (@26%) (6)	1	-	-	14	9	56%	15	9	67%	14
Indonesia	8	12	(33%)	12	10	20%	20	22	(9%)	13
Japan	8	6	33%	1	1	0%	9	7	29%	2
Korea	2	6	(67%)	31	32	(3%)	33	38	(13%)	31
Malaysia	2	4	(50%)	17	16	6%	19	20	(5%)	17
Singapore	77	72	7%	15	12	25%	92	84	10%	23
Taiwan	23	48	(52%)	55	33	67%	78	81	(4%)	57
Other (4)	3	2	50%	8	8	0%	11	10	10%	8
Total Asian	183	249	(27%)	179	144	24%	362	393	(8%)	197
Group Total	2,605	4,533	(43%)	221	193	15%	2,826	4,726	(40%)	481

INVESTMENT OPERATIONS

	M&G (5)			Asia Mutual Funds			Asia Other			Total I
	Q3 2005 GBPm	Q2 2005 GBPm	+/- (%)	Q3 2005 GBPm	Q2 2005 GBPm	+/- (%)	Q3 2005 GBPm	Q2 2005 GBPm	+/- (%)	Q3 2005 GBPm
Opening FUM	31,171	30,061	4%	9,388	7,835	20%	900	973	(8%)	41,000
Gross inflows	2,021	1,487	36%	4,938	4,766	4%	20	20	0%	6,000
Less redemptions	(966)	(1,067)	9%	(4,554)	(4,289)	(6%)	(9)	(157)	94%	(5,500)
Net flows	1,055	420	151%	385	477	(19%)	11	(137)	108%	1,000

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Other movements and currency movements	(35)	(190)	82%	(1,161)	(6)	(19250%)	-	-	-	(1,1
Net move ment in FUM	2,589	1,109	133%	(1,093)	1,554	(170%)	80	(73)	210%	1,
Closing FUM	33,760	31,170	8%	8,296	9,388	(12%)	980	900	9%	43,

Notes to Schedules :

(1a) Insurance and investment new business for overseas operations has been calculated using constant exchange rates. The applicable rate for Jackson National Life is 1.84

A comparison between the results at actual exchange rates and at constant exchange rates is given in the press release.

(1b) Insurance and investment new business for overseas operations has been calculated using average exchange rates. The applicable rate for Jackson National Life is 1.84 (2004: 1.82).

(2) Represents cash received from sale of investment products.

(3) Annual Equivalents, calculated as regular new business contributions plus 10% single new business contributions, are subject to roundings.

(4) In Asia, 'Other' insurance operations include Thailand, the Philippines and Vietnam.

(5) Balance includes segregated and pooled pension funds, private finance assets and other institutional clients. Other movements reflect the net flows arising from the cash component of a tactical asset allocation fund managed by PPM South Africa.

(6) New business in India is included at Prudential's 26% interest in the India life operation. Mandatory Provident Fund (MPF) product sales in Hong Kong are included at Prudential's 36% interest in the Hong Kong MPF operation.

(7) Balance sheet figures have been calculated at the closing exchange rate. The 2004 balance is shown on a constant exchange rate.

(8) Sales are converted using the year to date average exchange rate applicable at the time. The sterling results for individual quarters represent the difference between the year to date reported sterling results at successive quarters and will include foreign exchange movements from earlier periods

(9) US Life sales for 2004 restated to be consistent with the presentation of Full Year 2004 results.

(10) On 26 August, Prudential's joint venture partner in the Prudential ICICI Asset Management Company purchased an additional 6% share ownership. As a result, Prudential no longer consolidates the company as a subsidiary. 2004 results are reported at 100%.

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END

(1) VARDS

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Date 26 October 2005

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Jon Bunn

Jon Bunn
Director of Public Relations