Your With-Profits Plan – a guide to how we manage the Fund

Prudential Unitised With-Profits Plans and Cash Accumulation Plans

Your With-Profits Plan is a medium to long-term investment that:

- combines your money with money from other **with-profits planholders**
- invests in our **With-Profits Fund**
- gives you the advantages of a well balanced mix of investments with some **smoothing** of investment returns.

Our investment strategy aims to secure the highest total return over the time you have your Plan, while maintaining an acceptable level of risk to our Fund.

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Aims of the guide

This guide explains briefly how our **With-Profits Fund** works and our current approach to managing it.

Please keep this in a safe place, along with your other Plan documents, as you may find it useful:

- when you get your yearly statements
- if you get an illustration of what you might get back from your Plan
- if you discuss your Plan with your Financial Adviser

This guide applies to Prudential Unitised With-Profits Plans, such as Prudence Bond, personal pensions and Prudence Savings Account. It also applies to Prudential Cash Accumulation Plans such as Additional Voluntary Contribution (AVC) Plans. You may get similar guides if you have more than one type of with-profits plan.

There's more detailed information about how we manage our Fund in our Principles and Practices of Financial Management (PPFM) document. This is available on our website: **www.pru.co.uk/ppfm**

If you'd like a printed version, please call us on 0800 000 000.

We'll send you a revised copy of this guide if we make any significant changes to our principles or practices of financial management.

What's a with-profits plan?

It's a plan that shares in the profits of a with-profits fund by adding bonuses. See "What are bonuses?" for more information.

We aim to grow your money invested in our **With-Profits Fund** over the medium to long term.

How does our With-Profits Fund work?

Money from all **planholders** is combined and invested in our **With-Profits Fund**, which has a wide range of investment types, generally referred to as assets.

Investment performance usually has the biggest effect on the value of your Plan. A fuller explanation of how this and other contributing factors may affect the value of your Plan is given on page 4.

What are bonuses?

Bonuses are the way you get your share of the profits of our Fund. Different types of plan get different bonus rates. The bonus rates relevant to your Plan will be included in your yearly statement.

There are two types of bonus:

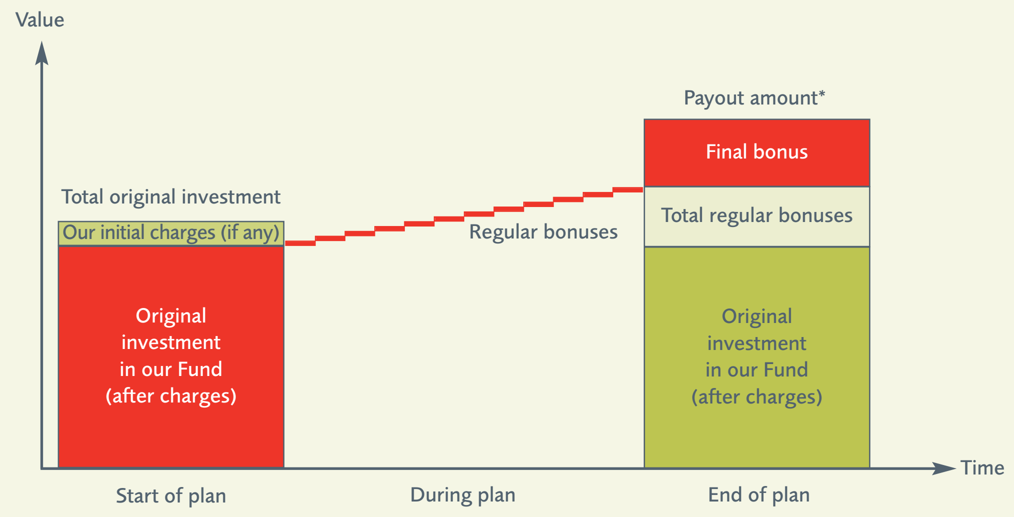
1) **Regular bonus**
   This is added during the term of your Plan. This bonus is added daily, monthly or yearly, depending on the type of plan. We don't guarantee that a regular bonus will be added each year, but once added to your Plan it acts to increase the guaranteed minimum payout. Please see "Is the payout guaranteed?" on page 4 for further information on what the guaranteed minimum payout is and when it applies.

2) **Final bonus**
   This is an additional bonus we expect to pay when you take money from your Plan. If the investment return has been low over the lifetime of your Plan, a final bonus may not be paid

How are regular bonuses worked out?

When we decide regular bonus rates, the main thing we consider is the return we expect our investments to earn in the future. We hold back some of this return with the aim of paying a proportion of the proceeds as final bonuses.

The following chart shows how we add bonuses to the investment to reach a payout amount. It shows a single investment but the same principles apply to each **premium** paid on a regular **premium** plan.



This chart is for illustrative purposes only – it's not representative of any particular time period or investment performance. Its sole aim is to explain how we add bonuses.

* If you take your money from your Plan other than when a guarantee applies, you may get back less than the payout represented in the chart above. For more information on guarantees and the impact on bonuses please see "Is the payout guaranteed?" and "What affects the value of your Plan?" on page 4 and "What if you decide to move out of our With-Profits Fund?" on page 6.

Smoothing

In describing the **smoothing** process and how we work out final bonuses we use the terms "unsmoothed" and "smoothed" when referring to plan values:

- the unsmoothed value is the value of the investments underlying a plan, based upon our Fund's actual performance
- the smoothed value is the amount paid out, after **smoothing** the peaks and troughs of our Fund's performance, and is before the application of any Market Value Reduction*

How are final bonuses worked out?

We set final bonus rates after considering the unsmoothed values of plans and how we expect investments to perform in the following months. We combine all plans issued in a year, which have the same bonus rate, into a single plan which is typical of all the included plans. We then work out the unsmoothed value for this plan, rather than for each individual plan.

The unsmoothed value depends on:

- how much has been invested
- how long it's been invested
- our Fund's investment performance while your money was invested
- charges for guarantees
- other charges and costs
- taxation
- payments made to our **shareholders**, who normally get 10% of any profit, with the remaining 90% going to **planholders** through the bonuses allocated
- any profits and losses arising in our Fund from other business risks. See "Other business risks" on page 5 for more information.

Instead of simply sharing out what our Fund makes – or loses – each year, we use a process known as **smoothing**.

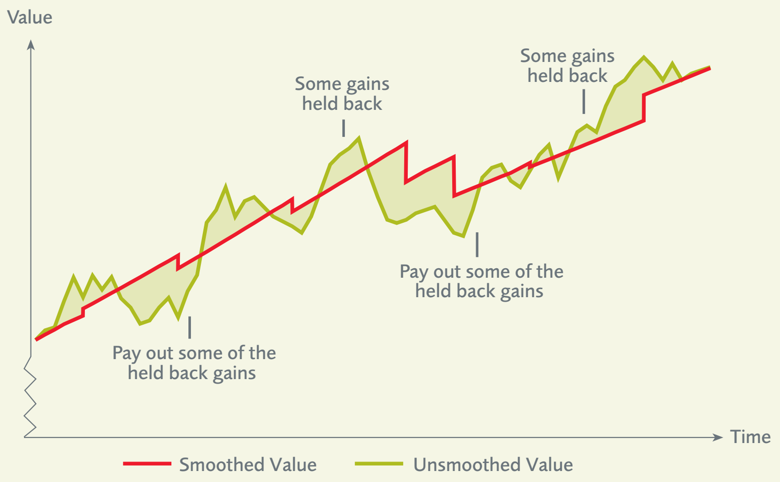
What's smoothing?

We hold back some of the investment returns in good years with the aim of using this to support bonus rates in years where the investment return has been lower. It offers some protection against bad stockmarket conditions but it won't stop the value of your Plan going down if investment returns have been low.

The red line in the chart below represents the amount paid out, before any Market Value Reduction* (the smoothed value). The amount will go up or down at each bonus declaration.

For each **planholder**, the payout amount will also differ from the unsmoothed value for two main reasons:

- the unsmoothed value changes each day, as the value of our Fund's assets change
- as noted earlier, we use a typical plan rather than individual plans when setting the bonus rates for plans issued in the same year.



This chart is not representative of any of our Funds, plan options or any specific time period. Its sole aim is to explain how smoothing works

* For more information on Market Value Reductions, please see "What if you decide to move out of our With-Profits Fund?" on page 6.

Is the payout guaranteed?

There's no fixed payout on a with-profits plan. We guarantee a minimum amount you'll get back from your With-Profits Plan but the guarantee applies only if you move out of our **With-Profits Fund** at particular times – for instance on normal retirement date for pensions, or if you die.

This guaranteed minimum payout is the amount you've invested (adjusted for any withdrawals, where appropriate), less charges, plus any regular bonuses we've added. We'd then add any final bonus to this amount. The total payout – minimum guaranteed payout plus any final bonus – is the smoothed value of the plan.

What affects the value of your Plan?

We aim to be fair to all our **planholders** by balancing the interests of:

- holders of different types of plans
- **planholders** starting plans at different times
- **planholders** remaining in our Fund and those leaving our Fund
- our **shareholders**.

There are many factors that affect our bonus rates each year, which affect the amount you get back from your Plan. These include:

a) Investment performance

This usually has the biggest impact on the payout from your Plan

It depends on several things, including how much of our Fund we invest in the different types of asset.

The main asset types are:

- **company shares**
- **property**
- **fixed interest securities**
- **deposits**

We invest in a wide mix of these assets, both in the UK and abroad.

Over time, the performance of different types of asset varies a lot. So our expert fund managers may change the asset mix with a view to:

- improving long-term performance or
- reducing the risk level of our Fund.

Overall, our investment approach aims to secure the highest total return while maintaining an acceptable level of risk to our Fund.

continued overleaf

b) Smoothing

Smoothing, which is described on page 3, limits the immediate effect of ups and downs in investment markets on what you get back from your Plan.

Over time, payout values will average 100% of the unsmoothed value. We intend that the difference between the smoothed and unsmoothed values of a plan will rarely be more than 20%.

As market values of assets change during a year, the value of our Fund is automatically affected. If this causes more than a 20% difference between the smoothed and unsmoothed values of a high number of plans, we'll consider changing the bonus rates for all plans.

c) Our charges and costs

As costs affect plan payouts, we aim to keep the costs of running the business as low as possible and also to allocate the costs fairly across all **planholders**. By a fair allocation, we mean that, broadly across groups of products, each product group meets all the direct expenses for that group, as well as an appropriate share of all other expenses, including over-heads.

d) Cost of guarantees and smoothing

Our charges include an amount to pay for the guarantees and **smoothing** you get. If the eventual cost of these is more than we expected, it may affect bonus rates on all plans and, in extreme circumstances, also the mix of assets in our Fund.

e) Transfer to our shareholders

Payments are made to our **shareholders**, who normally get 10% of any profit, with the remaining 90% going to **planholders** through the bonuses allocated. This is taken into account when we set our bonuses.

f) Tax

Any tax we have to pay on our **With-Profits Fund** will reduce what you get back from your Plan by allowing for it in the bonus rates we pay.

We charge tax in a way that is fair across all of our Funds. Investment returns earned over the lifetime of a plan allow for the effects of tax, including an allowance for unrealised gains.

The tax which is charged to sub-funds is not greater than the tax which would be paid if each sub-fund were itself an entire fund.

Currently, there's no UK tax payable by our Fund on assets backing pensions business, although this may change in the future.

This information is based on our understanding, as at February 2016, of current taxation, legislation and HM Revenue & Customs practice, all of which are liable to change without notice. The impact of taxation (and any tax reliefs) depends on individual circumstances.

g) Other business risks

Other risks that may affect the value of your Plan include:

- profits and losses from plans in our **With-Profits Fund** which don't get bonuses, such as conventional annuities
- operational risks, such as changes in regulatory requirements or taxation

Risk levels are reviewed regularly to ensure they're acceptable to our Fund.

What if you decide to move out of our With-Profits Fund?

You may decide to take money from your Plan for one of the following reasons*:

- to retire early
- to switch to another one of our Funds
- to transfer your investment to another company
- to cash in your Plan.

* Only some of these options will be appropriate for your particular plan. Please refer to your Key Features document.

In some cases if you move money out of our **With-Profits Fund**, a Market Value Reduction or surrender charge will apply.

1) Market Value Reduction

A Market Value Reduction (MVR) is only applied if the value of the assets underlying your Plan is less than the value of your Plan including bonuses, and it is applied to protect people who remain in our **With-Profits Fund** from the effects of people leaving it.

We may apply an MVR if you take money from your Plan at any date other than when a guarantee applies. Your Key Features document sets out when a guarantee applies to your specific plan.

If an MVR applies you may not get any final bonus, or the full value of your regular bonus, and you may even get back less than you had invested. When we apply an MVR, the amount you get back from your Plan will not be less than the unsmoothed value. Unsmoothed value is described on page 3.

2) Surrender charge

If you take money from some types of plan in the first few years of an investment, a surrender charge will apply regardless of whether an MVR has been applied. If a surrender charge could apply to your Plan, details are given in the Key Features document you got when you started your Plan.

If you're considering moving out of our **With-Profits Fund** you may wish to consult your Financial Adviser.

What's an inherited estate?

As a long established life assurance company, our **With-Profits Fund** contains an amount of money in excess of the amount we expect to pay out to existing **planholders**. This is known as the **inherited estate**. It has built up over many years from a number of sources and it provides working capital to support current and future business.

This capital allows you to benefit from **smoothing** and guarantees and allows us greater flexibility to invest in a wide range of assets.

We're also required by regulation to hold a substantial amount of capital in our **With-Profits Fund**. This allows us to demonstrate, at all times, that our Fund is solvent and able to meet its obligations to all **planholders**. The **inherited estate** provides most of this **solvency capital**.

There are no plans to distribute our **With-Profits Fund's inherited estate** to **planholders** or Prudential **shareholders**, other than as required as part of the normal **smoothing** process or to meet guarantees. We are not generally required when managing our **With-Profits Fund** to take account of any current **planholders'** interest in the prospect of a distribution (or a greater distribution) from Prudential's **inherited estate** to **planholders**. We have no current intention of closing our **With-Profits Fund** to new business, but if it did close, the **inherited estate** would still be needed to support existing business.

Where can you find out more?

If you want more information about your investment in our **With-Profits Fund**, please call us on 0800 000 000 or speak to your Financial Adviser.

This guide aims to provide a summary of how our **With-Profits Fund** works. However, because we've kept it as short as possible we've given you only the most important information.

We need to warn you that in the absence of all details you won't have a complete picture. If you do need a detailed technical guide to how we manage our With-Profits business, please refer to our Principles and Practices of Financial Management (PPFM). You may also find our Asset Mix and Investment Returns document useful. These documents are available on our website: **www.pru.co.uk/ppfm**

Printed versions are available on request. In the event of any conflict between this guide and the PPFM, the PPFM will take precedence.

The Money Advice Service give general information about with-profits funds on their website: **https://www.moneyadviceservice.org.uk/en/articles/with-profits-funds**

Glossary*

- **company shares**: an investment that represents part ownership of a company. Shares are also known as equities
- **deposits**: cash and other short-term investments, typically low-risk loans
- **fixed interest securities**: loans to governments and companies that pay a predetermined rate of interest
- **inherited estate**: amount of money built up over time in a with-profits fund, which is in excess of the amount needed to meet expected commitments to current policyholder/planholders
- **planholder/with-profits planholder**: a person that holds a Prudential With-Profits policy or plan
- **premium**: the amount paid or to be paid by the planholder for the plan
- **property**: an investment in commercial property such as offices, shops and industrial premises
- **shareholder**: a person or group that owns one or more shares in Prudential companies. The owner of a share owns a small part of Prudential
- **smoothing**: adjusting returns for some of the extreme ups and downs of short-term investment performance to provide a more stable return
- **solvency capital**: funds that allow Prudential to demonstrate that our With-Profits Fund is solvent and able to meet its obligations to planholders even if it were to suffer significant losses
- **With-Profits Fund**: The With-Profits Fund is the fund where Prudential's with-profits business is written. With-Profits planholders can share in the profits of the With-Profits Fund through discretionary distributions.

* glossary definitions are to be used in the context of this document.

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