



PruProtect Press Release

May 20 2010

PruProtect announces Q1 figures for 2010

Fast-growing protection office sees threefold increase in new business compared to the same period last year

PruProtect, the joint venture between Prudential and South African market leader, Discovery, has announced details of the firm's growth for the first quarter of 2010, in comparison with the same period in 2009.

2010 Q1 highlights for PruProtect include:

- 12,260 new applications received (compared with 4,677 in Q1 2009)
- Annual premium income activated in the quarter increased from £2.2m in Q1 2009 to £5.3m in Q1 2010
- Total number of policies in force at the end of Q1 2010 stands at 29,548
- A further 1,300 new intermediaries registered to write business with PruProtect in Q1 2010

Justin Taurog, Director of Marketing and Distribution for PruProtect, said: "We've had a fantastic start to the year and this continued strong growth during challenging economic times confirms our position as one of the genuine leaders of the UK protection industry."

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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. Prudential UK and Discovery launched PruHealth in 2004.