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PRUDENTIAL PLC  
Form 6-K  
January 23, 2003

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 January, 2003

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-

Enclosure: Full Year Sales 2002 announcement released on 23 January 2003

PRUDENTIAL PLC 2002 NEW BUSINESS RESULTS

- Total Group insurance and investment sales of GBP27.6 billion, an increase of 29 per cent on 2001.
- Group insurance sales of GBP12.8 billion up 12 per cent (sales on an APE basis of GBP1.9 billion up 9 per cent).
- Approximately 74 per cent of Group sales from outside the UK.
- Total insurance sales in Prudential UK increased by 6 per cent to GBP6.1 billion (insurance sales on an APE basis down 5 per cent to GBP781 million).
- Gross fund inflows in M&G of GBP1 billion up 11 per cent (net fund inflows up 79 per cent).

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- APE sales up 23 per cent in Jackson National Life, driven by strong sales of both fixed and variable annuities.
- APE insurance sales in Prudential Corporation Asia increased by 18 per cent.

Prudential's Group Chief Executive, Jonathan Bloomer, commented:

"These strong sales figures were achieved in extremely difficult market conditions and fully endorse our strategy of growing internationally, broadening our distribution reach and diversifying our product range.

"We expect market conditions to remain challenging for many areas of our business throughout 2003, particularly in the UK and the United States. However, our international diversification and focus on running the business for value positions us well to deliver sustainable profitable growth over the longer-term".

Prudential UK

Prudential's UK insurance operations recorded a 10 per cent increase in total sales on the previous year as a result of strong sales of bulk and individual annuities throughout 2002. This increase is on a like-for-like basis and excludes sales made through the direct sales force which closed in 2001. APE sales of GBP781 million for the year were down 1 per cent as a result of positive actions taken by the business to focus sales activity on more profitable single premium products. Fourth-quarter APE sales were up 30 per cent on the previous quarter following a number of significant wins of both corporate pension and bulk annuity business. Overall, this was a particularly strong result given the testing conditions which the insurance sector has faced over the past twelve months.

Successful marketing campaigns and an effective pricing policy helped the business to achieve a significant increase in sales of individual annuities for the year, which were up 39 per cent to GBP1.76 billion (GBP176 million APE).

Bulk annuities also performed well with a 23 per cent increase in total sales for the year to GBP710 million (GBP71 million APE). Prudential UK has successfully reinforced its position as the leading player in this market, winning the GBP389 million C&A pension scheme account in the final quarter of the year.

As expected, life product sales were down on 2001 with total sales down 5 per cent and APE sales down 8 per cent to GBP247 million. However, during the first three quarters of 2002, Prudential UK gained market share in with-profit bonds on the corresponding period in 2001, and believes that the final quarter's performance will confirm Prudential UK's strong position in this sector. In October, the business signed a distribution arrangement with Abbey National to sell its Prudence Bond product through the bank's branches. This was launched on 11 December and sales have been encouraging.

While corporate pension sales on an APE basis were down slightly on 2001, total sales were up 23 per cent, reflecting the move towards single premium products. In the fourth quarter of 2002, Prudential UK won a number of significant schemes and will see increasing contributions from these schemes in 2003.

2002 was a challenging year, with some of the most difficult UK stock market conditions since 1974. However, Prudential UK continues to win new business with further improvements to its product range and distribution network and the fourth quarter of 2002 proved to be the strongest performing quarter for two years (excluding DSS rebates, which generally occur in the first quarter of the

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year). The 'flight to quality' continues as customers place increasing emphasis on financial strength and a trusted brand. However, we expect market conditions to remain difficult for the foreseeable future.

### M&G

M&G recorded gross retail fund inflows of GBP1 billion in 2002, up 11 per cent on the previous year, and gross retail fund inflows for the fourth quarter alone were GBP242 million, an increase of 23 per cent on the fourth quarter of 2001. These figures exclude the successful rollover of the M&G Recovery Investment Trust into a new vehicle, which contributed a further GBP171 million.

Net fund inflows for the fourth quarter were GBP78 million, an 8 per cent increase on the same period in 2001, bringing net fund inflows for the full year to GBP350 million, an increase of 79 per cent.

Despite uncertain equity markets and in contrast to the industry trend, M&G experienced a fall in redemptions in 2002. The latest Investment Management Association (IMA) figures to the end of November show that while redemptions across the industry rose during the year, M&G's redemptions fell by 9 per cent.

M&G continued to increase its share of the retail market in 2002. The November IMA figures show that M&G experienced a 10 per cent increase in share of the total retail market over the year to date and a 15 per cent increase in share of the PEP/ISA market. M&G also increased its market share of funds sold via intermediaries by 11 per cent overall and by 27 per cent for PEPs and ISAs.

### Egg

Egg published a pre-closed season briefing on 12 December 2002 that covered its activities up to that date. The announcement highlighted that the UK business continues to grow strongly and profitably, and that the group has now successfully launched in France. Egg will announce its preliminary results on 24 February 2003.

### Prudential Europe

Sales on an APE basis increased by 12 per cent to GBP29 million. Total sales were down 14 per cent to GBP67 million.

In November 2002, we agreed the sale of our German life business to Canada Life Financial Corporation for a total consideration of EUR129 million (GBP82 million), and the transaction completed at the end of the year. We will continue to run our existing operations in France for value.

### Jackson National Life

Jackson National Life (JNL) recorded total sales in 2002 of GBP5.8 billion, a 24 per cent increase on 2001, reflecting record fixed annuity sales and strong sales of variable annuities. Fourth quarter total sales were up 55 per cent on the corresponding period in 2001 but down 21 per cent on the third quarter of 2002. Total sales for the year on an APE basis of GBP595 million were 23 per cent up on 2001.

These strong results were achieved in extremely difficult market conditions, and are testament not only to JNL's strong track record of product innovation but also its high quality relationship-driven distribution model.

Total single premium sales during the year increased by 24 per cent. Total sales of all annuity products to retail customers of GBP4.3 billion were 47 per cent up on 2001. Annuity sales in the second half of 2002 of GBP2.7 billion increased by 60 per cent on the first half of the year and 54 per cent of annuity sales in

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2002 came from products launched during the year.

Record fixed annuity sales of GBP2.7 billion were up 43 per cent on 2001, reflecting strong consumer preference for guaranteed returns in the current volatile equity markets. Sales of fixed annuities in the fourth quarter increased by 39 per cent on the corresponding quarter of 2001 but were down 21 per cent on the third quarter of 2002, emphasising JNL's focus on delivering value, not simply volume, while actively managing capital.

Despite the continued challenging market conditions, JNL also recorded excellent variable annuity sales in 2002. Total sales of almost GBP1.4 billion were up 77 per cent on 2001, and increased quarter-on-quarter throughout the year. This upward trend reflected the successful launch in the first quarter of Perspective II, a new variable annuity product which is highly competitive in this market and can be individually tailored to customers' needs.

Sales of equity linked indexed (ELI) annuities of GBP254 million were 6 per cent down on 2001.

Regular premium life sales of GBP22 million were in line with the level of sales seen in 2001.

Sales of stable value products of GBP1.4 billion decreased by 16 per cent on 2001, reflecting JNL's primary focus on retail sales throughout the year which we expect to continue in 2003.

During 2002, JNL has once again shown that it has the ability to adapt to difficult market environments by delivering strong sales growth while ensuring efficient management of capital. We believe that market conditions in the United States will remain very challenging well into 2003 but that there are significant opportunities over the longer term for high quality, efficient businesses like JNL which has a cost base below the industry average, modern and sophisticated IT systems, and diversified and flexible products and distribution.

### Prudential Corporation Asia

Prudential Corporation Asia (PCA) had another strong year in 2002 with total insurance sales on an APE basis increasing by 18 per cent on 2001 to GBP513 million. This increase was 30 per cent if last year's Central Provident Fund (CPF) single premium sales in Singapore, which were at exceptional levels due to further government liberalisation of CPF funds, are excluded. Total APE insurance sales in the fourth quarter of 2002 were up 53 per cent on the corresponding quarter in 2001.

All of PCA's life operations continued to grow strongly during the year, reflecting the clear strategy of building and strengthening high quality agency distribution as well as the ongoing success in developing complementary channels, including bancassurance. PCA's focus for its life operations continues to be on developing a balanced portfolio of traditional, linked, and accident and health products, with the emphasis on higher value regular premium business which increased by 26 per cent during 2002.

PCA's mutual fund assets under management of GBP5.1 billion included the additional funds under management following the acquisition of Korea's Good Morning Securities ITMC in October 2002 and despite challenging investment market conditions, net inflows for the year remained positive at over GBP1 billion.

PCA's share of Bank of China International-Prudential Mandatory Provident Fund (MPF) funds under management in Hong Kong increased by 51 per cent to GBP136 million.

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Despite the global economic downturn in 2002, PCA has once again strengthened its position as a regional leader in the life and mutual fund markets and is very well positioned to continue delivering sustainable profitable new business growth over the long-term.

-ENDS-

Enquiries to:

Media		Investors/Analysts	
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Steve Colton	020 7548 3721	Laura Presland	020 7548 3511
Clare Staley	020 7548 3719		

Notes to Editors:

1. There will be a conference call today for wire services at 7.30am on Tel: 020 8288 4700 hosted by Jonathan Bloomer, Group Chief Executive, and Philip Broadley, Group Finance Director.
2. There will be a conference call for international investors at 2:30pm (dial in telephone number: +44 (0) 20 7162 0125, US callers 1 334 323 6203). Callers to quote "Prudential" for access to the call.

A recording of this call will be available for replay until close of business on 30 January 2003 by dialling - UK: 020 8288 4459, US: 1 334 323 6222, access code 513232.

3. High resolution photographs are available to the media free of charge at [www.newscast.co.uk](http://www.newscast.co.uk) (+44 (0)20 7608 1000).
4. Sales for overseas operations have been calculated using average exchange rates. At constant 2001 exchange rates, the increase in Group insurance sales on an APE basis would have been 12 per cent.
5. Annual premium equivalent (APE) sales comprise regular premium sales plus one-tenth of single premium insurance sales.

6. Financial Calendar:

2002 Full-Year Results	Tuesday 25 February 2003
Ex-dividend date for 2002 final dividend	Wednesday 19 March 2003
First-quarter 2003 New Business Figures	Thursday 17 April 2003
2003 Annual General Meeting	Thursday 8 May 2003
Payment of 2002 final dividend	Wednesday 28 May 2003
2003 Interim Results/ Second-quarter New Business Figures	Tuesday 29 July 2003

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 and results. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond Prudential's control including

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among other things, UK domestic and global economic and business conditions, market related risks such as fluctuations in interest rates and exchange rates, the policies and actions of regulatory authorities, the impact of competition, inflation, deflation, the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries, as well as the impact of tax and other legislation and other regulations in the jurisdictions in which Prudential and its affiliates operate. 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 PLC - NEW BUSINESS - FULL YEAR 2002

#### TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US			Asia			
	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
Total Insurance Products	6,118	5,763	6%	5,757	4,634	24%	944	1,019	(7%)	
Total Investment Products - Gross Inflows (1)	1,157	1,040	11%	-	-	-	13,661	9,027	51%	
<b>Group Total</b>	<b>7,275</b>	<b>6,803</b>	<b>7%</b>	<b>5,757</b>	<b>4,634</b>	<b>24%</b>	<b>14,605</b>	<b>10,046</b>	<b>45%</b>	

#### INSURANCE OPERATIONS

	Single			Regular			Total			Ann 20
	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
UK Insurance Operations :										
Direct Distribution (2) :										
Individual Pensions	15	14	7%	11	15	(27%)	26	29	(10%)	

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Corporate Pensions	660	469	41%	114	131	(13%)	774	600	29%
Life	59	71	(17%)	4	4	0%	63	75	(16%)
Individual Annuities	895	663	35%	-	-	-	895	663	35%
Sub-Total	1,629	1,217	34%	129	150	(14%)	1,758	1,367	29%
DSS Rebates	215	185	16%	-	-	-	215	185	16%
Total	1,844	1,402	32%	129	150	(14%)	1,973	1,552	27%
Intermediated Distribution (2):									
Individual Pensions	85	219	(61%)	34	68	(50%)	119	287	(59%)
Corporate Pensions	77	82	(6%)	14	19	(26%)	91	101	(10%)
Life	2,190	2,297	(5%)	18	27	(33%)	2,208	2,324	(5%)
Individual Annuities	860	597	44%	-	-	-	860	597	44%
Bulk Annuities	710	575	23%	-	-	-	710	575	23%
Sub-Total	3,922	3,770	4%	66	114	(42%)	3,988	3,884	3%
DSS Rebates	90	64	41%	-	-	-	90	64	41%
Total	4,012	3,834	5%	66	114	(42%)	4,078	3,948	3%
Total (2):									
Individual Pensions	100	233	(57%)	45	83	(46%)	145	316	(54%)
Corporate Pensions	737	551	34%	128	150	(15%)	865	701	23%
Life	2,249	2,368	(5%)	22	31	(29%)	2,271	2,399	(5%)
Individual Annuities	1,755	1,260	39%	-	-	-	1,755	1,260	39%
Bulk Annuities	710	575	23%	-	-	-	710	575	23%
Sub-Total	5,551	4,987	11%	195	264	(26%)	5,746	5,251	9%
DSS Rebates	305	249	22%	-	-	-	305	249	22%
Total	5,856	5,236	12%	195	264	(26%)	6,051	5,500	10%
Closed distribution channel (3)									
	-	167	-	-	18	-	-	185	-
Total UK Insurance	5,856	5,403	8%	195	282	(31%)	6,051	5,685	6%

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Operations

European  
Insurance  
Operations: (6)  
Insurance  
Products

42	58	(28%)	25	20	25%	67	78	(14%)
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Total  
European  
Insurance  
Operations

42	58	(28%)	25	20	25%	67	78	(14%)
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Total UK &  
European  
Insurance  
Operations

5,898	5,461	8%	220	302	(27%)	6,118	5,763	6%
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US Insurance  
Operations: (6)

Fixed  
Annuities

2,708	1,899	43%	-	-	-	2,708	1,899	43%
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Equity  
Linked

254	271	(6%)	-	-	-	254	271	(6%)
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Indexed  
Annuities

Variable  
Annuities

1,363	768	77%	-	-	-	1,363	768	77%
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Sub-total  
Annuities

4,325	2,938	47%	-	-	-	4,325	2,938	47%
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Guaranteed  
Investment  
Contracts

292	170	72%	-	-	-	292	170	72%
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GIC - Medium  
Term Note

1,118	1,504	(26%)	-	-	-	1,118	1,504	(26%)
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Life

-	-	-	22	22	0%	22	22	0%
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Total US  
Insurance  
Operations

5,735	4,612	24%	22	22	0%	5,757	4,634	24%
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Asian  
Insurance  
Operations: (6)  
Insurance  
Products (5)

479	650	(26%)	465	369	26%	944	1,019	(7%)
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Total Asian  
Insurance  
Operations

479	650	(26%)	465	369	26%	944	1,019	(7%)
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Group Total	12,112	10,723	13%	707	693	2%	12,819	11,416	12%
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Notes to Schedules:

- (1) Represents cash received from sale of investment products.
- (2) Excluding sales through closed distribution channel.
- (3) Closed distribution channel relates to the Direct Sales Force.
- (4) Annual Equivalent (AE), calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.
- (5) The Central Provident Fund in Singapore was further liberalised in 2001 resulting in exceptional sales volume in the first half of 2001.
- (6) Sales for overseas operations have been calculated using average exchange rates. The applicable rate for Jackson National Life is 1.50 (2001 - 1.44). At constant 2001 exchange rates US operations APE insurance sales growth would have been 29% and Asian operations APE insurance sales growth would have been 25%.

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2002  
INVESTMENT OPERATIONS

	M&G & UK Operations			Asia Mutual Funds			Hong Kong MPF Products (7)			Total
	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
Opening FUM	10,328	11,652	(11%)	3,206	1,649	94%	90	-	-	13
Gross inflows	1,157	1,040	11%	13,586	8,936	52%	75	91	(18%)	14
Less redemptions	(899)	(923)	3%	(12,547)	(7,541)	(66%)	(11)	(5)	(120%)	(13)
Net flows	258	117	121%	1,039	1,395	(26%)	64	86	(26%)	1
Other movements	(108)	(195)	45%	1,110	(23)	4926%	-	-	-	1
Market and currency movements	(1,889)	(1,246)	(52%)	(259)	185	(240%)	(18)	4	(550%)	(2,
Net movement in FUM	(1,739)	(1,324)	(31%)	1,890	1,557	21%	46	90	(49%)	
Closing FUM	8,589	10,328	(17%)	5,096	3,206	59%	136	90	51%	13,

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## INVESTMENT OPERATIONS - ANALYSIS

### M&G Retail & UK Operations Investment Products

	UK Operations (8)			M&G			M&G
	2002 FY GBPm	2001 FY GBPm	+/- (%)	2002 FY GBPm	2001 FY GBPm	+/- (%)	2002 FY GBPm
Opening FUM	1,546	1,775	(13%)	8,782	9,877	(11%)	10,32
Gross inflows	142	125	14%	1,015	915	11%	1,15
Less redemptions	(234)	(204)	(15%)	(665)	(719)	8%	(899)
Net flows	(92)	(79)	(16%)	350	196	79%	25
Other movements	-	-	-	(108)	(195)	45%	(108)
Market and currency movements	(317)	(150)	(111%)	(1,572)	(1,096)	(43%)	(1,889)
Net movement in FUM	(409)	(229)	(79%)	(1,330)	(1,095)	(21%)	(1,739)
Closing FUM	1,137	1,546	(26%)	7,452	8,782	(15%)	8,58

### Asia Mutual Funds

	India (9)			Taiwan (9)			Other (13)			A
	2002 FY GBPm	2001 FY GBPm	+/- (%)	2002 FY GBPm	2001 FY GBPm	+/- (%)	2002 FY GBPm	2001 FY GBPm	+/- (%)	2002 FY GBPm
Opening FUM	1,072	695	54%	2,076	934	122%	58	20	190%	3,
Gross inflows	3,843	2,110	82%	9,208	6,773	36%	535	53	909%	13,
Less redemptions	(3,554)	(1,758)	(102%)	(8,590)	(5,775)	(49%)	(403)	(8)	(4938%)	(12,
Net flows	289	352	(18%)	618	998	(38%)	132	45	193%	1,
Other movements	(22)	(23)	4%	-	-	-	1,132	-	-	1,
Market and currency movements	33	48	(31%)	(269)	144	(287%)	(23)	(7)	(229%)	(2

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Net movement in FUM	300	377	(20%)	349	1,142	(69%)	1,241	38	3166%	1,
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Closing FUM	1,372	1,072	28%	2,425	2,076	17%	1,299	58	2140%	5,
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INSURANCE OPERATIONS - ANALYSIS

	Single			Regular			Total			An
	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	2002 FY	2001 FY	+/- (%)	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
Asian Insurance Operations										
Insurance Products:										
Singapore	279	515	(46%)	46	37	24%	325	552	(41%)	
Hong Kong	140	88	59%	84	71	18%	224	159	41%	
Malaysia	15	13	15%	59	45	31%	74	58	28%	
Taiwan	14	5	180%	145	135	7%	159	140	14%	
Japan (10)	9	12	(25%)	39	28	39%	48	40	20%	
Other (11)	22	17	29%	92	53	74%	114	70	63%	
Total Asian Insurance Premiums	479	650	(26%)	465	369	26%	944	1,019	(7%)	

US BANKING PRODUCTS

	2002 FY	2001 FY	+/- (%)
	GBPm	GBPm	
US Banking Products (12)			
Total Deposit Liabilities	650	575	13%
Retail Assets	699	696	0%

Notes to Schedules:

(7) Mandatory Provident Fund product sales in Hong Kong are included at Prudential's 36% interest of the Hong Kong MPF operation.

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- (8) Scottish Amicable and Prudential branded Investment Products.  
 (9) Opening FUM restated to incorporate Discretionary Asset Management Business in Taiwan and Portfolio Management Services in India. Company Limited.  
 (11) In Asia, 'Other' Insurance Products include Thailand, Indonesia, The Philippines, Vietnam, India (26% interest), China and Korea.  
 (12) Balance sheet figures have been calculated at closing exchange rates.  
 (13) Funds under management arising from the Korean fund management acquisition in Q4 are included in Other movements.

### PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2002 VERSUS QUARTER 4 2001

#### INSURANCE OPERATIONS

	Single			Regular			Total		
	Q4 2002	Q4 2001	+/- (%)	Q4 2002	Q4 2001	+/- (%)	Q4 2002	Q4 2001	+/- (%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations :									
Direct Distribution(2) :									
Individual Pensions	2	3	(33%)	2	2	0%	4	5	(20%)
Corporate Pensions	174	92	89%	35	26	35%	209	118	77%
Life	8	31	(74%)	1	1	0%	9	32	(72%)
Individual Annuities	274	180	52%	-	-	-	274	180	52%
Sub-Total	458	306	50%	38	29	31%	496	335	48%
DSS Rebates	20	10	100%	-	-	-	20	10	100%
<b>Total</b>	<b>478</b>	<b>316</b>	<b>51%</b>	<b>38</b>	<b>29</b>	<b>31%</b>	<b>516</b>	<b>345</b>	<b>50%</b>
Intermediated Distribution(2) :									
Individual Pensions	11	50	(78%)	7	16	(56%)	18	66	(73%)
Corporate Pensions	7	32	(78%)	2	3	(33%)	9	35	(74%)
Life	397	833	(52%)	6	5	20%	403	838	(52%)
Individual Annuities	263	188	40%	-	-	-	263	188	40%
Bulk	424	100	324%	-	-	-	424	100	324%

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Annuities

Sub-Total	1,102	1,203	(8%)	15	24	(38%)	1,117	1,227	(9%)
DSS Rebates	45	9	400%	-	-	-	45	9	400%
Total	1,147	1,212	(5%)	15	24	(38%)	1,162	1,236	(6%)
Total (2):									
Individual Pensions	13	53	(75%)	9	18	(50%)	22	71	(69%)
Corporate Pensions	181	124	46%	37	29	28%	218	153	42%
Life	405	864	(53%)	7	6	17%	412	870	(53%)
Individual Annuities	537	368	46%	-	-	-	537	368	46%
Bulk Annuities	424	100	324%	-	-	-	424	100	324%
Sub-Total	1,560	1,509	3%	53	53	0%	1,613	1,562	3%
DSS Rebates	65	19	242%	-	-	-	65	19	242%
Total	1,625	1,528	6%	53	53	0%	1,678	1,581	6%
Closed distribution channel (3)	-	1	-	-	1	-	-	2	-
Total UK Insurance Operations	1,625	1,529	6%	53	54	(2%)	1,678	1,583	6%
European Insurance Operations:									
Insurance Products	8	18	(56%)	9	6	50%	17	24	(29%)
Total European Insurance Operations	8	18	(56%)	9	6	50%	17	24	(29%)
Total UK & European Insurance Operations	1,633	1,547	6%	62	60	3%	1,695	1,607	5%

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US Insurance Operations: (14)									
Fixed Annuities	730	524	39%	-	-	-	730	524	39%
Equity Linked Indexed Annuities	50	74	(32%)	-	-	-	50	74	(32%)
Variable Annuities	511	155	230%	-	-	-	511	155	230%
Sub-total Annuities	1,291	753	71%	-	-	-	1,291	753	71%
Guaranteed Investment Contracts	( 5)	-	-	-	-	-	( 5)	-	-
GIC - Medium Term Note	( 16)	64	-	-	-	-	( 16)	64	-
Life	-	-	-	4	6	(33%)	4	6	(33%)
Total US Insurance Operations	1,270	817	55%	4	6	(33%)	1,274	823	55%
Asian Insurance Operations:									
Singapore (5)	85	56	52%	13	11	18%	98	67	46%
Hong Kong	51	22	132%	22	23	(4%)	73	45	62%
Malaysia	4	4	0%	22	16	38%	26	20	30%
Taiwan	2	2	0%	45	19	137%	47	21	124%
Japan (10)	1	1	0%	10	7	43%	11	8	38%
Other (11)	7	9	(22%)	28	16	75%	35	25	40%
Total Asian Insurance Premiums	150	94	60%	140	92	52%	290	186	56%
Group Total	3,053	2,458	24%	206	158	30%	3,259	2,616	25%

INVESTMENT OPERATIONS

M&G & UK Operations Asia Mutual Funds (13) Hong Kong MPF Total

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	Q4 2002	Q4	+/-	Q4	Q4	+/-	Products (7)			Q4
	GBPm	2001	(%)	2002	2001	(%)	Q4 2002	Q4	+/-	Q4
		GBPm		GBPm	GBPm		GBPm	GBPm	(%)	
Opening FUM	8,369	9,698	(14%)	3,652	2,466	48%	121	67	81%	12
Gross inflows	266	234	14%	3,812	3,463	10%	17	20	(15%)	4
Less redemptions	(248)	(132)	(88%)	(3,487)	(2,964)	(18%)	(2)	(2)	0%	(3)
Net flows	18	102	(82%)	325	499	(35%)	15	18	(17%)	
Other movements	-	(195)	-	1,130	-	-	-	-	-	1
Market and currency movements	202	723	(72%)	(12)	241	(105%)	-	5	-	
Net movement in FUM	220	630	(65%)	1,444	740	95%	15	23	(35%)	1
Closing FUM	8,589	10,328	(17%)	5,096	3,206	59%	136	90	51%	13

Notes to Schedules:

- (2) Excluding sales through closed distribution channel.
- (3) Closed distribution channel relates to the Direct Sales Force.
- (4) Annual Equivalent (AE), calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.
- (5) The Central Provident Fund in Singapore was further liberalised in 2001 resulting in exceptional sales volume in the first half of 2001.
- (7) Mandatory Provident Fund product sales in Hong Kong are included at Prudential's 36% interest of the Hong Kong MPF operation.
- (10) Insurance sales for Japan are included from 13 February 2001, the date of acquisition of Orico Life Insurance Company Limited.
- (11) In Asia, 'Other' Insurance Products include Thailand, Indonesia, The Philippines, Vietnam, India (26% interest), China and Korea.
- (13) Funds under management arising from the Korean fund management acquisition in Q4 are included in Other movements.
- (14) Sales for overseas operations are converted to sterling 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.

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 4 2002 VERSUS QUARTER 3 2002

INSURANCE OPERATIONS

Q4 2002	Single	+/-	Q4 2002	Regular	+/-	Q4	Q3	+/-	Q3	+/-
	Q3			Q3						
	2002	(%)		2002	(%)	2002	2002	(%)		

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	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations :									
Direct Distribution (2) :									
Individual Pensions	2	3	(33%)	2	2	0%	4	5	(20%)
Corporate Pensions	174	91	91%	35	25	40%	209	116	80%
Life	8	14	(43%)	1	1	0%	9	15	(40%)
Individual Annuities	274	230	19%	-	-	-	274	230	19%
Sub-Total	458	338	36%	38	28	36%	496	366	36%
DSS Rebates	20	-	-	-	-	-	20	-	-
Total	478	338	41%	38	28	36%	516	366	41%
Intermediated Distribution (2):									
Individual Pensions	11	17	(35%)	7	9	(22%)	18	26	(31%)
Corporate Pensions	7	18	(61%)	2	3	(33%)	9	21	(57%)
Life	397	443	(10%)	6	4	50%	403	447	(10%)
Individual Annuities	263	285	(8%)	-	-	-	263	285	(8%)
Bulk Annuities	424	123	245%	-	-	-	424	123	245%
Sub-Total	1,102	886	24%	15	16	(6%)	1,117	902	24%
DSS Rebates	45	-	-	-	-	-	45	-	-
Total	1,147	886	29%	15	16	(6%)	1,162	902	29%
Total (2):									
Individual Pensions	13	20	(35%)	9	11	(18%)	22	31	(29%)
Corporate Pensions	181	109	66%	37	28	32%	218	137	59%
Life	405	457	(11%)	7	5	40%	412	462	(11%)
Individual Annuities	537	515	4%	-	-	-	537	515	4%
Bulk Annuities	424	123	245%	-	-	-	424	123	245%
Sub-Total	1,560	1,224	27%	53	44	20%	1,613	1,268	27%
DSS Rebates	65	-	-	-	-	-	65	-	-
Total	1,625	1,224	33%	53	44	20%	1,678	1,268	32%



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Closed distribution channel (3)	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,625	1,224	33%	53	44	20%	1,678	1,268	32%
European Insurance Operations: Insurance Products	8	7	14%	9	6	50%	17	13	31%
Total European Insurance Operations	8	7	14%	9	6	50%	17	13	31%
Total UK & European Insurance Operations	1,633	1,231	33%	62	50	24%	1,695	1,281	32%
US Insurance Operations: (14)									
Fixed Annuities	730	925	(21%)	-	-	-	730	925	(21%)
Equity Linked Indexed Annuities	50	75	(33%)	-	-	-	50	75	(33%)
Variable Annuities	511	368	39%	-	-	-	511	368	39%
Sub-total Annuities	1,291	1,368	(6%)	-	-	-	1,291	1,368	(6%)
Guaranteed Investment Contracts	( 5)	15	-	-	-	-	( 5)	15	-
GIC - Medium Term Note	( 16)	225	-	-	-	-	( 16)	225	-
Life	-	-	-	4	6	(33%)	4	6	(33%)
Total US Insurance Operations	1,270	1,608	(21%)	4	6	(33%)	1,274	1,614	(21%)
Asian Insurance									

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Operations:									
Singapore (5)	85	56	52%	13	12	8%	98	68	44%
Hong Kong	51	45	13%	22	19	16%	73	64	14%
Malaysia	4	4	0%	22	13	69%	26	17	53%
Taiwan	2	4	(50%)	45	50	(10%)	47	54	(13%)
Japan (10)	1	2	(50%)	10	11	(9%)	11	13	(15%)
Other (11)	7	7	0%	28	24	17%	35	31	13%
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Total Asian Insurance Premiums	150	118	27%	140	129	9%	290	247	17%
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Group Total	3,053	2,957	3%	206	185	11%	3,259	3,142	4%
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INVESTMENT OPERATIONS

	M&G & UK Operations			Asia Mutual Funds (13)			Hong Kong MPF Products (7)			Total
	Q4 2002	Q3 2002	+/- (%)	Q4 2002	Q3 2002	+/- (%)	Q4 2002	Q3 2002	+/- (%)	Q4
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		
Opening FUM	8,369	9,238	(9%)	3,652	3,781	(3%)	121	117	3%	12
Gross inflows	266	271	(2%)	3,812	3,144	21%	17	18	(6%)	4
Less redemptions	(248)	(168)	(48%)	(3,487)	(3,086)	(13%)	(2)	(3)	33%	(3)
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Net flows	18	103	(83%)	325	58	460%	15	15	0%	
Other movements	-	-	-	1,130	(1)	-	-	-	-	1
Market and currency movements	202	(972)	121%	(12)	(186)	94%	-	(11)	-	
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Net movement in FUM	220	(869)	125%	1,444	(129)	1219%	15	4	275%	1
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Closing FUM	8,589	8,369	3%	5,096	3,652	40%	136	121	12%	13
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Notes to Schedules:

(2) Excluding sales through closed distribution channel.

(3) Closed distribution channel relates to the Direct Sales Force.

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- (4) Annual Equivalents (AE), calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.
- (5) The Central Provident Fund in Singapore was further liberalised in 2001 resulting in exceptional sales volume in the first half of 2001.
- (7) Mandatory Provident Fund product sales in Hong Kong are included at Prudential's 36% interest of the Hong Kong MPF operation.
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- (14) Sales for overseas operations are converted to sterling 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.

### 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 23 January 2003

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Steve Colton

Steve Colton  
Group Head of Media Relations