

PRUDENTIAL PLC  
Form 6-K  
February 20, 2009

**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 February, 2009

**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

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

Enclosure: Full Year 2008 New Business - Part 2

Schedule 1A - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

Note	UK			US Note 1a			Asia Note 1a			Total		
	FY 2008 £m	FY 2007 £m	+/-( %)	FY 2008 £m	FY 2007 £m	+/-( %)	FY 2008 £m	FY 2007 £m	+/-( %)	FY 2008 £m	FY 2007 £m	+/-( %)
Total Insurance Products	7,183	6,879	4%	6,941	7,063	(2%)	2,673	3,149	(15%)	16,797	17,091	(2%)
Total Investment Products - (2) Gross Inflows	16,154	14,745	10%	36	65	(45%)	46,957	40,875	15%	63,147	55,685	13%
	<u>23,337</u>	<u>21,624</u>	<u>8%</u>	<u>6,977</u>	<u>7,128</u>	<u>(2%)</u>	<u>49,630</u>	<u>44,024</u>	<u>13%</u>	<u>79,944</u>	<u>72,776</u>	<u>10%</u>

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents Note 3		
	FY 2008 £m	FY 2007 £m	+/-( %)	FY 2008 £m	FY 2007 £m	+/-( %)	FY 2008 £m	FY 2007 £m	+/-( %)	FY 2008 £m	FY 2007 £m	+/-( %)

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UK Insurance  
Operations

Product Summary

Internal Vesting annuities	1,600	1,399	14%	-	-	-	1,600	1,399	14%	160	140	14%
Direct and Partnership Annuities	703	842	(17%)	-	-	-	703	842	(17%)	70	84	(17%)
Intermediated Annuities	497	555	(10%)	-	-	-	497	555	(10%)	50	56	(11%)
<b>Total Individual Annuities</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,800</b>	<b>2,796</b>	<b>0%</b>	<b>280</b>	<b>280</b>	<b>0%</b>
Equity Release	242	156	55%	-	-	-	242	156	55%	24	16	50%
Individual Pensions	115	38	203%	3	1	200%	118	39	203%	15	5	200%
Corporate Pensions	221	283	(22%)	88	84	5%	309	367	(16%)	110	112	(2%)
Unit Linked Bonds	109	243	(55%)	-	-	-	109	243	(55%)	11	24	(54%)
With-Profit Bonds	869	297	193%	-	-	-	869	297	193%	87	30	190%
Protection	-	-	-	6	5	20%	6	5	20%	6	5	20%
Offshore Products	551	434	27%	4	4	0%	555	438	27%	59	47	26%
Pru Health (12)	-	-	-	16	13	23%	16	13	23%	16	13	23%
Income Drawdown (13)	75	34	121%	-	-	-	75	34	121%	8	3	167%
<b>Total Retail Retirement</b>	<b>4,982</b>	<b>4,281</b>	<b>16%</b>	<b>117</b>	<b>107</b>	<b>9%</b>	<b>5,099</b>	<b>4,388</b>	<b>16%</b>	<b>615</b>	<b>535</b>	<b>15%</b>
Corporate Pensions	227	198	15%	116	115	1%	343	313	10%	139	135	3%
Other Products	132	190	(31%)	21	25	(16%)	153	215	(29%)	34	44	(23%)
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
<b>Total Mature Life and Pensions</b>	<b>512</b>	<b>531</b>	<b>(4%)</b>	<b>137</b>	<b>140</b>	<b>(2%)</b>	<b>649</b>	<b>671</b>	<b>(3%)</b>	<b>188</b>	<b>193</b>	<b>(3%)</b>
<b>Total Retail</b>	<b>5,494</b>	<b>4,812</b>	<b>14%</b>	<b>254</b>	<b>247</b>	<b>3%</b>	<b>5,748</b>	<b>5,059</b>	<b>14%</b>	<b>803</b>	<b>728</b>	<b>10%</b>

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Wholesale Annuities	1,417	1,799	(21%)	-	-	-	1,417	1,799	(21%)	142	180	(21%)
Credit Life	18	21	(14%)	-	-	-	18	21	(14%)	2	2	0%
Total UK Insurance Operations	6,929	6,632	4%	254	247	3%	7,183	6,879	4%	947	910	4%
Channel Summary												
Direct and Partnership	2,352	2,385	(1%)	215	212	1%	2,567	2,597	(1%)	450	451	(0%)
Intermediated	2,990	2,284	31%	39	35	11%	3,029	2,319	31%	338	263	29%
Wholesale	1,434	1,820	(21%)	-	-	-	1,434	1,820	(21%)	143	182	(21%)
Sub-Total	6,776	6,489	4%	254	247	3%	7,030	6,736	4%	932	896	4%
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
Total UK Insurance Operations	6,929	6,632	4%	254	247	3%	7,183	6,879	4%	947	910	4%
US Insurance Operations	(1a)											
Fixed Annuities	1,724	619	179%	-	-	-	1,724	619	179%	172	62	177%
Fixed Index Annuities	501	483	4%	-	-	-	501	483	4%	50	48	4%
Variable Annuities	3,491	4,922	(29%)	-	-	-	3,491	4,922	(29%)	349	492	(29%)
Life	7	8	(13%)	24	20	20%	31	28	11%	25	21	19%
Sub-Total Retail	5,723	6,032	(5%)	24	20	20%	5,747	6,052	(5%)	596	623	(4%)
Guaranteed Investment Contracts	857	441	94%	-	-	-	857	441	94%	86	44	95%
GIC - Medium Term Note	337	570	(41%)	-	-	-	337	570	(41%)	34	57	(40%)
Total US Insurance Operations	6,917	7,043	(2%)	24	20	20%	6,941	7,063	(2%)	716	724	(1%)

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Asian Insurance Operations	(1a)												
China	(10)	63	53	19%	32	28	14%	95	81	17%	38	33	15%
Hong Kong		507	543	(7%)	154	127	21%	661	670	(1%)	205	181	13%
India	(6)	60	27	122%	202	183	10%	262	210	25%	208	186	12%
Indonesia		94	121	(22%)	167	113	48%	261	234	12%	176	125	41%
Japan		115	150	(23%)	30	27	11%	145	177	(18%)	42	42	0%
Korea		78	165	(53%)	211	223	(5%)	289	388	(26%)	219	240	(9%)
Malaysia		28	46	(39%)	99	87	14%	127	133	(5%)	102	92	11%
Singapore		341	684	(50%)	78	77	1%	419	761	(45%)	112	145	(23%)
Taiwan		153	149	3%	189	246	(23%)	342	395	(13%)	204	261	(22%)
Other	(4)	18	40	(55%)	54	60	(10%)	72	100	(28%)	56	64	(13%)
Total Asian Insurance Operations		1,457	1,978	(26%)	1,216	1,171	4%	2,673	3,149	(15%)	1,362	1,369	(1%)
Group Total		15,303	15,653	(2%)	1,494	1,438	4%	16,797	17,091	(2%)	3,024	3,003	1%

Schedule 1B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

Note	UK			US Note 1b			Asia Note 1b			Total		
	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)	FY 2008 £m	FY 2007 £m	+/- (%)
	7,183	6,879	4%	6,941	6,534	6%	2,673	2,901	(8%)	16,797	16,314	3%

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Total  
Insurance  
Products

Total  
Investment  
Products - (2)  
Gross  
Inflows

16,154	14,745	10%	36	60	(40%)	46,957	38,954	21%	63,147	53,759	17%
<u>23,337</u>	<u>21,624</u>	<u>8%</u>	<u>6,977</u>	<u>6,594</u>	<u>6%</u>	<u>49,630</u>	<u>41,855</u>	<u>19%</u>	<u>79,944</u>	<u>70,073</u>	<u>14%</u>

INSURANCE OPERATIONS

	Single			Regular			Total			Annual Equivalents Note 3		
	FY 2008 £m	FY 2007 £m	+/(%)	FY 2008 £m	FY 2007 £m	+/(%)	FY 2008 £m	FY 2007 £m	+/(%)	FY 2008 £m	FY 2007 £m	+/(%)
UK Insurance Operations												
Product Summary												
Internal Vesting annuities	1,600	1,399	14%	-	-	-	1,600	1,399	14%	160	140	14%
Direct and Partnership Annuities	703	842	(17%)	-	-	-	703	842	(17%)	70	84	(17%)
Intermediated Annuities	497	555	(10%)	-	-	-	497	555	(10%)	50	56	(11%)
Total Individual Annuities	<u>2,800</u>	<u>2,796</u>	<u>0%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,800</u>	<u>2,796</u>	<u>0%</u>	<u>280</u>	<u>280</u>	<u>0%</u>
Equity Release	242	156	55%	-	-	-	242	156	55%	24	16	50%
Individual Pensions	115	38	203%	3	1	200%	118	39	203%	15	5	200%
Corporate Pensions	221	283	(22%)	88	84	5%	309	367	(16%)	110	112	(2%)
Unit Linked Bonds	109	243	(55%)	-	-	-	109	243	(55%)	11	24	(54%)

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With-Profit Bonds	869	297	193%	-	-	-	869	297	193%	87	30	190%
Protection	-	-	-	6	5	20%	6	5	20%	6	5	20%
Offshore Products	551	434	27%	4	4	0%	555	438	27%	59	47	26%
Pru Health (12)	-	-	-	16	13	23%	16	13	23%	16	13	23%
Income Drawdown (13)	75	34	121%	-	-	-	75	34	121%	8	3	167%
Total Retail Retirement	4,982	4,281	16%	117	107	9%	5,099	4,388	16%	615	535	15%
Corporate Pensions	227	198	15%	116	115	1%	343	313	10%	139	135	3%
Other Products	132	190	(31%)	21	25	(16%)	153	215	(29%)	34	44	(23%)
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
Total Mature Life and Pensions	512	531	(4%)	137	140	(2%)	649	671	(3%)	188	193	(3%)
Total Retail	5,494	4,812	14%	254	247	3%	5,748	5,059	14%	803	728	10%
Wholesale Annuities	1,417	1,799	(21%)	-	-	-	1,417	1,799	(21%)	142	180	(21%)
Credit Life	18	21	(14%)	-	-	-	18	21	(14%)	2	2	0%
Total UK Insurance Operations	6,929	6,632	4%	254	247	3%	7,183	6,879	4%	947	910	4%
Channel Summary												
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Intermediated	2,990	2,284	31%	39	35	11%	3,029	2,319	31%	338	263	29%
Wholesale	1,434	1,820	(21%)	-	-	-	1,434	1,820	(21%)	143	182	(21%)
Sub-Total	6,776	6,489	4%	254	247	3%	7,030	6,736	4%	932	896	4%
DWP Rebates	153	143	7%	-	-	-	153	143	7%	15	14	7%
Total UK Insurance Operations	6,929	6,632	4%	254	247	3%	7,183	6,879	4%	947	910	4%

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US Insurance Operations	(1b)												
Fixed Annuities		1,724	573	201%	-	-	-	1,724	573	201%	172	57	202%
Fixed Index Annuities		501	446	12%	-	-	-	501	446	12%	50	45	11%
Variable Annuities		3,491	4,554	(23%)	-	-	-	3,491	4,554	(23%)	349	455	(23%)
Life		7	7	0%	24	19	26%	31	26	19%	25	20	25%
Sub-Total Retail		5,723	5,580	3%	24	19	26%	5,747	5,599	3%	596	577	3%
Guaranteed Investment Contracts		857	408	110%	-	-	-	857	408	110%	86	41	110%
GIC - Medium Term Note		337	527	(36%)	-	-	-	337	527	(36%)	34	53	(36%)
Total US Insurance Operations		6,917	6,515	6%	24	19	26%	6,941	6,534	6%	716	671	7%
Asian Insurance Operations	(1b)												
China	(10)	63	45	40%	32	24	33%	95	69	38%	38	29	31%
Hong Kong		507	501	1%	154	117	32%	661	618	7%	205	167	23%
India	(6)	60	26	131%	202	177	14%	262	203	29%	208	180	16%
Indonesia		94	118	(20%)	167	109	53%	261	227	15%	176	121	45%
Japan		115	122	(6%)	30	22	36%	145	144	1%	42	34	24%
Korea		78	179	(56%)	211	241	(12%)	289	420	(31%)	219	259	(15%)
Malaysia		28	41	(32%)	99	78	27%	127	119	7%	102	82	24%
Singapore		341	593	(42%)	78	67	16%	419	660	(37%)	112	126	(11%)
Taiwan		153	132	16%	189	218	(13%)	342	350	(2%)	204	231	(12%)
Other	(4)	18	36	(50%)	54	55	(2%)	72	91	(21%)	56	59	(5%)
Total Asian Insurance Operations		1,457	1,793	(19%)	1,216	1,108	10%	2,673	2,901	(8%)	1,362	1,287	6%



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Group Total	15,303	14,940	2%	1,494	1,374	9%	16,797	16,314	3%	3,024	2,868	5%
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Schedule 2A - Constant Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

INVESTMENT OPERATIONS

	Note	Gross Inflows £m	Redemptions £m	Net Inflows £m	Opening FUM £m	Closing FUM £m	Variance %
2008							
M&G	(9)						
Retail		9,040	(6,945)	2,095	22,320	19,142	(14%)
Institutional	(5)	7,114	(5,802)	1,312	28,901	27,855	(4%)
Total M&G		<u>16,154</u>	<u>(12,747)</u>	<u>3,407</u>	<u>51,221</u>	<u>46,997</u>	<u>(8%)</u>
Asia	(9)						
India		968	(1,100)	(132)	2,493	1,567	(37%)
Taiwan		992	(947)	45	2,016	1,156	(43%)
Korea		1,413	(1,317)	96	3,031	1,878	(38%)
Japan		1,070	(857)	213	7,359	3,211	(56%)
Other Mutual Fund Operations	(11)	1,602	(1,145)	457	3,492	2,758	(21%)
Total Asian Equity/Bond/Other		<u>6,045</u>	<u>(5,366)</u>	<u>679</u>	<u>18,391</u>	<u>10,570</u>	<u>(43%)</u>
MMF							
India		33,896	(34,072)	(176)	1,586	1,562	(2%)
Taiwan		4,047	(3,610)	437	863	1,421	65%
Korea		1,933	(1,955)	(22)	494	474	(4%)

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Other Mutual Fund Operations		780	(727)	53	345	416	21%
Total Asian MMF		<u>40,656</u>	<u>(40,364)</u>	<u>292</u>	<u>3,288</u>	<u>3,873</u>	<u>18%</u>
Total Asia Retail Mutual Funds		<u>46,701</u>	<u>(45,730)</u>	<u>971</u>	<u>21,679</u>	<u>14,443</u>	<u>(33%)</u>
Third Party Institutional Mandates		256	(372)	(116)	1,547	789	(49%)
Total Asian Investment Operations		<u>46,957</u>	<u>(46,102)</u>	<u>855</u>	<u>23,226</u>	<u>15,232</u>	<u>(34%)</u>
US							
Retail		36	(32)	4	76	50	(34%)
Total US		<u>36</u>	<u>(32)</u>	<u>4</u>	<u>76</u>	<u>50</u>	<u>(34%)</u>
Total Investment Products		<u>63,147</u>	<u>(58,881)</u>	<u>4,266</u>	<u>74,523</u>	<u>62,279</u>	<u>(16%)</u>
		Gross Inflows £m	Redemptions £m	Net Inflows £m			
2007 M&G	(9)						
Retail		8,690	(5,970)	2,720			
Institutional	(5)	6,055	(3,817)	2,238			
Total M&G		<u>14,745</u>	<u>(9,787)</u>	<u>4,958</u>			
Asia	(9)						
India		1,196	(1,080)	116			
Taiwan		2,117	(1,726)	391			
Korea		2,115	(2,352)	(237)			
Japan		2,913	(1,469)	1,444			
Other Mutual Fund Operations	(11)	2,283	(1,623)	660			
Total Asia Equity/Bond/Other		<u>10,624</u>	<u>(8,250)</u>	<u>2,374</u>			
MMF							
India		24,968	(24,172)	796			

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Taiwan		2,563	(2,384)	179
Korea		2,023	(2,137)	(114)
Other Mutual Fund Operations		482	(359)	123
Total Asian MMF		<u>30,036</u>	<u>(29,052)</u>	<u>984</u>
Total Asia Retail Mutual Funds		<u>40,660</u>	<u>(37,302)</u>	<u>3,358</u>
Third Party Institutional Mandates		215	(118)	97
Total Asian Investment Operations		<u>40,875</u>	<u>(37,420)</u>	<u>3,455</u>
US				
Retail		65	(4)	61
Total US		<u>65</u>	<u>(4)</u>	<u>61</u>
Total Investment Products		<u>55,685</u>	<u>(47,211)</u>	<u>8,474</u>
		Gross Inflows	Redemptions	Net Inflows
2008 Movement Relative to 2007 M&G	(9)	%	%	%
Retail		4%	(16%)	(23%)
Institutional	(5)	17%	(52%)	(41%)
Total M&G		<u>10%</u>	<u>(30%)</u>	<u>(31%)</u>
Asia	(9)			
India		(19%)	(2%)	(214%)
Taiwan		(53%)	45%	(88%)
Korea		(33%)	44%	141%
Japan		(63%)	42%	(85%)
Other Mutual Fund Operations	(11)	(30%)	29%	(31%)

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Total Asia Equity/Bond/Other	<u>(43%)</u>	<u>35%</u>	<u>(71%)</u>
MMF			
India	36%	(41%)	(122%)
Taiwan	58%	(51%)	144%
Korea	(4%)	9%	81%
Other Mutual Fund Operations	62%	(103%)	(57%)
Total Asian MMF	<u>35%</u>	<u>(39%)</u>	<u>(70%)</u>
Total Asia Retail Mutual Funds	<u>15%</u>	<u>(23%)</u>	<u>(71%)</u>
Third Party Institutional Mandates	19%	(215%)	(220%)
Total Asian Investment Operations	<u>15%</u>	<u>(23%)</u>	<u>(75%)</u>
US			
Retail	(45%)	(700%)	(93%)
Total US	<u>(45%)</u>	<u>(700%)</u>	<u>(93%)</u>
Total Investment Products	<u>13%</u>	<u>(25%)</u>	<u>(50%)</u>

		2008 Q4	2007 Q4	
	(7)	YTD	YTD	+/- (%)
		£m	£m	
US	(7)			
Curian Capital External Funds Under Administration		1,818	2,413	(25%)

Schedule 2B - Actual Exchange Rates

PRUDENTIAL PLC - NEW BUSINESS - FULL YEAR 2008

## INVESTMENT OPERATIONS

	Note	Opening FUM £m	Gross Inflows £m	Redemptions £m	Net Inflows £m	Other Movements £m	Market & Currency Movements £m	Net Movement In FUM £m	Closing FUM £m
2008									
M&G	(9)								
Retail		22,320	9,040	(6,945)	2,095	-	(5,273)	(3,178)	19,142
Institutional	(5)	28,901	7,114	(5,802)	1,312	91	(2,449)	(1,046)	27,855
Total M&G		<u>51,221</u>	<u>16,154</u>	<u>(12,747)</u>	<u>3,407</u>	<u>91</u>	<u>(7,722)</u>	<u>(4,224)</u>	<u>46,997</u>
Asia	(9)								
India		2,225	968	(1,100)	(132)	(104)	(422)	(658)	1,567
Taiwan		1,476	992	(947)	45	-	(365)	(320)	1,156
Korea		2,946	1,413	(1,317)	96	(177)	(987)	(1,068)	1,878
Japan		4,313	1,070	(857)	213	-	(1,315)	(1,102)	3,211
Other Mutual Fund Operations	(11)	2,537	1,602	(1,145)	457	(13)	(223)	221	2,758
Total Asian Equity/Bond/Other		<u>13,497</u>	<u>6,045</u>	<u>(5,366)</u>	<u>679</u>	<u>(294)</u>	<u>(3,312)</u>	<u>(2,927)</u>	<u>10,570</u>
MMF									
India		1,416	33,896	(34,072)	(176)	16	306	146	1,562
Taiwan		632	4,047	(3,610)	437	-	352	789	1,421
Korea		480	1,933	(1,955)	(22)	(21)	37	(6)	474
Other Mutual Fund Operations		252	780	(727)	53	-	111	164	416
Total Asian MMF		<u>2,780</u>	<u>40,656</u>	<u>(40,364)</u>	<u>292</u>	<u>(5)</u>	<u>806</u>	<u>1,093</u>	<u>3,873</u>
Total Asia Retail Mutual Funds		<u>16,277</u>	<u>46,701</u>	<u>(45,730)</u>	<u>971</u>	<u>(299)</u>	<u>(2,506)</u>	<u>(1,834)</u>	<u>14,443</u>
Third Party Institutional Mandates		1,116	256	(372)	(116)	-	(211)	(327)	789

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Total Asian Investment Operations	<u>17,393</u>	<u>46,957</u>	<u>(46,102)</u>	<u>855</u>	<u>(299)</u>	<u>(2,717)</u>	<u>(2,161)</u>	<u>15,232</u>
US								
Retail	55	36	(32)	4	4	(13)	(5)	50
Total US	<u>55</u>	<u>36</u>	<u>(32)</u>	<u>4</u>	<u>4</u>	<u>(13)</u>	<u>(5)</u>	<u>50</u>
Total Investment Products	<u>68,669</u>	<u>63,147</u>	<u>(58,881)</u>	<u>4,266</u>	<u>(204)</u>	<u>(10,452)</u>	<u>(6,390)</u>	<u>62,279</u>