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PRUDENTIAL PLC
Form 6-K
April 17, 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 April, 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-

Enclosures: 1st Quarter Results announcement released 17 April 2003

Embargo: 07.00 hrs Thursday 17 April 2003

PRUDENTIAL PLC FIRST QUARTER 2003 NEW BUSINESS RESULTS

- * Total Group insurance and investment sales of GBP7.7 billion, in line with first quarter 2002.
- * Group APE (annual premium equivalent) insurance sales of GBP424 million, down 7 per cent on first quarter 2002.
- * UK insurance APE sales of GBP213 million, down 4 per cent on first quarter 2002, on the previously reported basis. Following a change in presentation, UK insurance APE sales were GBP185 million, down 14 per cent.
- * Jackson National Life APE retail insurance sales of GBP105 million, up 46 per cent on first quarter 2002.

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- * Prudential Corporation Asia APE insurance sales of GBP133 million, up 39 per cent on first quarter 2002.
- * Total retail and institutional funds under management of investment operations of GBP25.1 billion (GBP19.9 billion in the UK and GBP5.2 billion in Asia), up from GBP23.8 billion in first quarter 2002.

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

"These strong sales figures were achieved in extremely difficult market conditions which we expect to remain challenging for many areas of our business throughout 2003. 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

Overall Prudential's UK insurance operations recorded a positive result given the testing market conditions that the insurance sector continues to face. In particular the with-profit bond market contracted by over 50 per cent during 2002, and remains challenging.

Individual annuity sales continue to be strong, with sales increasing by 65 per cent from the same period last year to GBP51 million (APE). Prudential UK believes it is the market leader in the provision of annuities and has increased its share of the market over each of the last five quarters to the end of 2002.

Corporate pension sales were down 11 per cent on the comparable period in 2002 to GBP47 million (APE). We have expanded the disclosure on our investment businesses in 2003 to include the M&G institutional fund management business for the first time. Reflecting this, certain investment fund mandates previously classified as UK corporate pensions sales are now reported as inflows to M&G's institutional funds under management. The impact of this reclassification is to reduce first quarter 2003 UK corporate pension APE sales by GBP28 million and increase M&G institutional funds gross inflows by GBP281 million. 2002 comparatives now reflect this change in presentation with GBP6 million of UK corporate pensions APE sales in the first quarter of 2002 now reported as M&G investment inflows. This reclassification is not expected to have a material impact on UK corporate pension profits in 2003.

As expected, life product sales in the quarter were down on the same period in 2002 with APE sales down 58 per cent to GBP36 million. The partnership agreement with Abbey National has contributed total sales of GBP43 million since launch on 11 December 2002, GBP32 million of which have been in the first quarter of 2003. Total sales of unit-linked bonds and offshore with-profit bonds continue to increase with GBP72 million recorded in the quarter. The results for the first three months of 2003 include an exceptional volume of protection business as a result of very competitive pricing during this period.

Following the Financial Services Authority's initiative to bring forward the implementation of realistic solvency, Prudential UK, along with a number of other insurers, has received waivers from the FSA allowing it to move towards this new basis. Prudential UK has managed its long-term fund on the realistic basis for a number of years and, as a result, does not expect any significant changes to the operation or investment strategy of the fund. Under the realistic basis the fund remains among the strongest and comfortably within statutory limits.

Prudential UK expects the remainder of 2003 to be as difficult as the first quarter, with market conditions continuing to adversely affect consumers' appetite for long-term savings.

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M&G

Gross fund inflows into M&G and Prudential branded funds during the first quarter of 2003 were GBP293 million, 5 per cent lower than the comparable period last year, reflecting the significant deterioration in market conditions. Net fund inflows were up 17 per cent to GBP54 million.

Gross fund inflows from ISA sales and PEP transfers into M&G and Prudential branded funds during the first quarter were GBP74 million, down 39 per cent on the same period last year. However, the strength of M&G's increasingly diversified distribution base has meant that while ISA sales may have fallen during the first quarter, non-ISA sales have grown significantly.

M&G has also increased its market share for M&G branded funds in both the total retail and the ISA/PEP markets. The latest Investment Management Association (IMA) figures to the end of February show that, in the first two months of 2003, M&G grew its retail market share by 29 per cent. Strong fund inflows into the Prudential North American fund led to an increase in market share for Prudential branded funds over the same time period.

M&G's institutional business made a strong start to the year, winning gross fund inflows of GBP890 million during the first quarter. New institutional mandates for segregated and pooled funds contributed gross fund inflows of GBP480 million (including GBP281 million of corporate pensions business referred to above), with a further GBP217 million received via PPM South Africa. The Private Finance Group's successful initiatives in securitised vehicles contributed a further GBP193 million. Net institutional fund inflows for the first quarter of 2003 were GBP586 million.

Egg

Egg will be announcing its first quarter results on Thursday 24 April 2003.

Prudential Europe

Prudential Europe's total new business sales of GBP12 million in the first quarter were 37 per cent lower than the GBP19 million recorded in the same period last year. However, excluding 2002 sales through the German life business, whose disposal was completed in January 2003, sales are equal to those recorded in the first quarter of 2002.

Jackson National Life

Jackson National Life (JNL) recorded total retail sales in the first quarter of 2003 of GBP1.0 billion, 52 per cent higher than the same period of 2002, driven by strong sales of fixed and variable annuities. Total sales were down 22 per cent on prior year, with no stable value new business recorded in the first quarter of 2003, reflecting JNL's primary focus on retail sales, consistent with our comments at the full year results.

Despite the continued difficult market conditions, JNL recorded excellent variable annuity sales. Total sales of GBP442 million were up 142 per cent on the first quarter of 2002, although they were down 14 per cent on fourth quarter 2002 sales. As expected in volatile equity markets, a significant proportion of variable annuity investors continue to elect the fixed account option, with 61 per cent of variable annuity sales going into fixed accounts during the first quarter of 2003, compared to 58 per cent during the full year 2002.

Fixed annuity sales of GBP532 million were 24 per cent up on prior year, reflecting continued consumer preference for guaranteed returns, with JNL benefiting from its strong position in bank and independent agent distribution channels. Compared to the fourth quarter of 2002, fixed annuity sales were down

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27 per cent.

Sales of equity linked indexed (ELI) annuities of GBP44 million were 23 per cent down on prior year. Regular premium life sales of GBP3 million compared with GBP5 million for the same period of 2002.

JNL will continue to focus on retail markets, in market conditions that we expect to remain testing throughout 2003.

Prudential Corporation Asia

In 2003 Prudential Corporation Asia (PCA) had its highest ever first quarter for life business new premiums despite the continuing challenges in the economic environment, weakening of local currencies relative to sterling and the recent SARS outbreak in the region. Total APE insurance sales were GBP133 million, an increase of 39 per cent compared to the corresponding quarter in 2002.

For the life businesses the first quarter of each year is usually the slowest quarter in terms of new business sales. However the results for this quarter were encouraging. In Singapore the focus on more profitable regular premium business continues and compared to the first quarter 2002 regular premium sales of GBP12 million were up 33 per cent. Hong Kong has been more affected by the economic downturn and adverse exchange rates. New business APE in Hong Kong was GBP17 million, 19 per cent lower than first quarter 2002.

Malaysia Life continued its excellent track record and is up 18 per cent for new business APE compared to the first quarter of 2002. Taiwan Life's first quarter new business APE of GBP47 million compares favourably to the same quarter last year when sales were slower due to agency training for unit-linked products. Japan Life continues to deliver solid increases in new business APE with GBP12m for first quarter 2003 an increase of 33 per cent compared to the same quarter last year. PCA's Other Life businesses (China, India, Indonesia, Korea, Philippines, Thailand, Vietnam) continue to grow strongly as these newer operations build scale.

For the first quarter of 2003 the economic environment has meant unit-linked products are less popular and hence their proportion of the total new business APE has decreased.

As would be expected in current market conditions, mutual fund flows continue to be volatile with high gross inflows being offset by corresponding redemptions. In India there was the seasonal net outflow of funds during the first quarter of 2003 due to tax planning associated with the end of the Indian fiscal year. In total for the first quarter 2003 PCA had a small net outflow of GBP0.1 billion and mutual funds under management at the end of the quarter were GBP5.0 billion.

The outlook for 2003 remains uncertain with the general economic climate expected to be challenging and the impact of the SARS outbreak as yet unknown.

The net impact of the SARS outbreak in the affected countries remains unclear, even in Hong Kong where SARS has had the greatest effect on business activities over the past month. Here it is possible that any initial reluctance to have face-to-face meetings may be offset by a heightened awareness of the need for insurance coverage. To date we have not seen any unusual impact on claims or the well being of our agents and staff.

Overall PCA has a well-diversified portfolio of businesses covering 12 countries and therefore is in a good position to continue delivering sustainable, profitable growth over the long term.

-ENDS-

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Enquiries to:

Media

Investors/Analysts

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Notes to Editors:

1. There will be a conference call today for wire services at 7.45am on 020 8288 4530 hosted by Jonathan Bloomer, Group Chief Executive, and Philip Broadley, Group Finance Director.
2. There will be a conference call for investors and analysts at 2.30pm (dial in telephone number: +44 (0) 20 7162 0181, US callers +1 334 323 6203). Callers to quote "Prudential new business" for access to the call.

A recording of this call will be available for five working days by dialling:

UK: 020 8288 4459, US: +1 334 323 6222, access code 214082.

3. Sales for overseas operations have been calculated using average exchange rates. At constant 2002 exchange rates Group insurance sales on an APE basis would have been down only 1 per cent on prior year.
4. Annual premium equivalent (APE) sales comprise regular premium sales plus one-tenth of single premium insurance sales.
5. Certain investment mandates previously reported as UK corporate pensions are now reported as M&G institutional investment flows. The impact is to reduce 2002 UK corporate pensions APE sales by GBP6 million in the first quarter of 2002, GBP4m in the second quarter of 2002, GBP6 million in the third quarter of 2002, and GBP15 million in the fourth quarter of 2002.

6. Financial Calendar:

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
Third-quarter New Business Figures	Thursday 16 October 2003
Payment of interim dividend	Thursday 27 November 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 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 undertakes no obligation to update the forward-looking statements

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contained in this statement or any other forward-looking statements we may make.

	PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2003									
	TOTAL INSURANCE AND INVESTMENT NEW BUSINESS									
	UK & Europe			US			Asia			
	2003	2002	+/- (%)	2003	2002	+/- (%)	2003	2002	+/- (%)	2003
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		GBPm
Total Insurance Products	1,474	1,756	(16%)	1,021	1,311	(22%)	203	166	22%	2,000
Total Investment Products - Gross Inflows (1)	1,183	1,298	(9%)	-	-	-	3,790	3,169	20%	4,000
Group Total	2,657	3,054	(13%)	1,021	1,311	(22%)	3,993	3,335	20%	7,000

	INSURANCE OPERATIONS										
	2003	Single		2003	Regular		2003	Total		2003	Annual Equi
		2002	+/- (%)		2002	+/- (%)		2002	+/- (%)		
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm		GBPm	GBPm
UK Insurance Operations : (12)											
Direct Distribution:											
Individual Pensions	3	5	(40%)	2	3	(33%)	5	8	(38%)	2	3
Corporate Pensions	196	208	(6%)	24	23	4%	220	231	(5%)	44	4
Life Individual Annuities	4	17	(76%)	1	1	0%	5	18	(72%)	1	1
	271	190	43%	-	-	-	271	190	43%	27	1
Sub-Total	474	420	13%	27	27	0%	501	447	12%	74	6
DWP Rebates	280	195	44%	-	-	-	280	195	44%	28	2
Total	754	615	23%	27	27	0%	781	642	22%	102	8
Intermediated Distribution:											
Individual Pensions	17	32	(47%)	6	9	(33%)	23	41	(44%)	8	1

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Corporate Pensions	12	20	(40%)	2	7	(71%)	14	27	(48%)	3	
Life Individual Annuities	234	795	(71%)	8	4	100%	242	799	(70%)	31	8
Bulk Annuities	239	125	91%	-	-	-	239	125	91%	24	1
	71	58	22%	-	-	-	71	58	22%	7	
Sub-Total	573	1,030	(44%)	16	20	(20%)	589	1,050	(44%)	73	12
DWP Rebates	60	45	33%	-	-	-	60	45	33%	6	
Total	633	1,075	(41%)	16	20	(20%)	649	1,095	(41%)	79	12
Partnerships:											
Life	32	-	-	-	-	-	32	-	-	3	
Total	32	-	-	-	-	-	32	-	-	3	
Total:											
Individual Pensions	20	37	(46%)	8	12	(33%)	28	49	(43%)	10	1
Corporate Pensions	208	228	(9%)	26	30	(13%)	234	258	(9%)	47	5
Life Individual Annuities	270	812	(67%)	9	5	80%	279	817	(66%)	36	8
Bulk Annuities	510	315	62%	-	-	-	510	315	62%	51	3
	71	58	22%	-	-	-	71	58	22%	7	
Sub-Total	1,079	1,450	(26%)	43	47	(9%)	1,122	1,497	(25%)	151	19
DWP Rebates	340	240	42%	-	-	-	340	240	42%	34	2
Total UK Insurance Operations	1,419	1,690	(16%)	43	47	(9%)	1,462	1,737	(16%)	185	21
European Insurance Operations: (4)											
Insurance Products	12	14	(14%)	-	5	-	12	19	(37%)	1	
Total	12	14	(14%)	-	5	-	12	19	(37%)	1	
European Insurance Operations											
Total UK & European Insurance Operations	1,431	1,704	(16%)	43	52	(17%)	1,474	1,756	(16%)	186	22
US Insurance Operations: (4)											
Fixed Annuities	532	428	24%	-	-	-	532	428	24%	53	4
Equity Linked Indexed Annuities	44	57	(23%)	-	-	-	44	57	(23%)	4	
Variable Annuities	442	183	142%	-	-	-	442	183	142%	44	1

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Life	-	-	-	3	5	(40%)	3	5	(40%)	3	
Sub-Total	1,018	668	52%	3	5	(40%)	1,021	673	52%	105	7
Retail											
Guaranteed	-	113	-	-	-	-	-	113	-	-	1
Investment											
Contracts											
GIC -											
Medium Term											
Note	-	525	-	-	-	-	-	525	-	-	5
Total US	1,018	1,306	(22%)	3	5	(40%)	1,021	1,311	(22%)	105	13
Insurance											
Operations											
Asian Insurance											
Operations: (4)											
Singapore	29	52	(44%)	12	9	33%	41	61	(33%)	15	1
Hong Kong	34	9	278%	14	20	(30%)	48	29	66%	17	2
Malaysia	3	3	0%	13	11	18%	16	14	14%	13	1
Taiwan	1	4	(75%)	47	23	104%	48	27	78%	47	2
Japan	3	4	(25%)	12	9	33%	15	13	15%	12	
Other (3)	7	5	40%	28	17	65%	35	22	59%	29	1
Total Asian	77	77	0%	126	89	42%	203	166	22%	133	9
Insurance											
Operations											
Group Total	2,526	3,087	(18%)	172	146	18%	2,698	3,233	(17%)	424	45

Notes to Schedules:

- (1) Represents cash received from sale of investment products.
- (2) Annual Equivalents (AE), calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.
- (3) In Asia, 'Other' insurance operations include Thailand, Indonesia, The Philippines, Vietnam, India (26% interest), China and Korea.
- (4) Sales for overseas operations have been calculated using average exchange rates. The applicable rate for Jackson National Life is 1.60 (2002 - 1.43).
- (12) Reflecting the expanded investment business new business analysis on Schedule 2, certain investment fund mandates previously classified from UK Corporate Pensions sales are now reported as M&G institutional funds under management. 2002 UK insurance sales now reflect this change in presentation.

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2003
INVESTMENT OPERATIONS

Opening FUM	Gross inflows	Redemptions	Net inflows	Other movements	Market & currency	Net movement
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2003

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M&G (12)							
M&G branded retail investment products	7,587	265	(197)	68	(14)	(210)	(156)
Prudential branded UK retail investment products (6)	1,137	28	(42)	(14)	18	(80)	(76)
M&G institutional (9)	10,804	890	(304)	586	-	44	63
Total M&G	19,528	1,183	(543)	640	4	(246)	39
Asia							
India	1,372	1,540	(1,712)	(172)	(13)	32	(153)
Taiwan	2,425	1,716	(1,759)	(43)	-	40	(3)
Korea	993	415	(393)	22	-	(45)	(23)
Other Mutual Fund Operations	306	101	(6)	95	-	10	10
Total Asian Mutual Fund Operations	5,096	3,772	(3,870)	(98)	(13)	37	(74)
Hong Kong MPF Products (5)	136	18	(3)	15	-	-	1
Total Asian Investment Operations	5,232	3,790	(3,873)	(83)	(13)	37	(59)
Total Investment Products	24,760	4,973	(4,416)	557	(9)	(209)	33

	Opening FUM	Gross inflows	Redemptions	Net inflows	Other movements	Market & currency	Net movement
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2002							
M&G							
M&G branded retail investment products (8)	8,890	283	(191)	92	(108)	(101)	(117)
Prudential branded UK retail	1,546	25	(71)	(46)	-	128	8

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investment products (6)							
M&G	9,095	990	(267)	723	-	71	79
institutional (9)							
Total M&G	19,531	1,298	(529)	769	(108)	98	75
Asia							
India	1,072	764	(916)	(152)	(19)	54	(117)
Taiwan	2,076	2,342	(2,111)	231	-	81	31
Korea	-	-	-	-	-	-	-
Other Mutual Fund Operations	57	42	(1)	41	-	(3)	3
Total Asian Mutual Fund Operations	3,205	3,148	(3,028)	120	(19)	132	23
Hong Kong MPF Products (5)	90	21	(2)	19	-	2	2
Total Asian Investment Operations	3,295	3,169	(3,030)	139	(19)	134	25
Total Investment Products	22,826	4,467	(3,559)	908	(127)	232	1,01

	Opening FUM	Gross inflows	Redemptions	Net inflows	Other movements	Market & currency movements	Net movement in FUM
2003 movement relative to 2002							
M&G							
M&G branded retail investment products	(15%)	(6%)	(3%)	(26%)	-	(108%)	(33%)
Prudential branded UK retail investment products (6)	(26%)	12%	41%	70%	-	(163%)	(193%)
M&G institutional (9)	19%	(10%)	(14%)	(19%)	-	(38%)	(21%)

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Total M&G	(0%)	(9%)	(3%)	(17%)	-	(351%)	(48%)
Asia							
India	28%	102%	(87%)	(13%)	32%	(41%)	(31%)
Taiwan	17%	(27%)	17%	(119%)	-	(51%)	(101%)
Korea	-	-	-	-	-	-	-
Other Mutual Fund Operations	437%	140%	(500%)	132%	-	433%	176%
Total Asian Mutual Fund Operations	59%	20%	(28%)	(182%)	32%	(72%)	(132%)
Hong Kong MPF Products (5)	51%	(14%)	(50%)	(21%)	-	-	(29%)
Total Asian Investment Operations	59%	20%	(28%)	(160%)	32%	(72%)	(123%)
Total Investment Products	8%	11%	(24%)	(39%)	93%	(190%)	(67%)

US BANKING PRODUCTS

	2003 GBPm	2002 GBPm	+/- (%)
US Banking Products (7)			
Total Deposit Liabilities	673	633	6%
Retail Assets	753	704	7%

Notes to Schedules:

- (5) Mandatory Provident Fund product sales in Hong Kong are included at Prudential's 36% interest of the Hong Kong MPF operation.
- (6) Scottish Amicable and Prudential branded Investment Products.
- (7) Balance sheet figures have been calculated at closing exchange rates.
- (8) Balance restated to include M&G South Africa retail investment operations.

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- (9) Balance includes segregated pensions fund business, private finance flows and M&G South Africa institutional business.
- (12) Reflecting the expanded investment business new business analysis above, certain investment fund mandates previously classified from UK Corporate Pensions sales are now reported as M&G institutional funds under management. 2002 UK insurance sales now reflect this change in presentation.

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 1 2003 VERSUS QUARTER 4 2002 INSURANCE OPERATIONS

	Single			Regular			Total			A
	Q1 2003 GBPm	Q4 2002 GBPm	+/- (%)	Q1 2003 GBPm	Q4 2002 GBPm	+/- (%)	Q1 2003 GBPm	Q4 2002 GBPm	+/- (%)	
UK Insurance										
Operations : (12)										
Direct										
Distribution:										
Individual Pensions	3	2	50%	2	2	0%	5	4	25%	
Corporate Pensions	196	26	654%	24	35	(31%)	220	61	261%	
Life	4	8	(50%)	1	1	0%	5	9	(44%)	
Individual	271	275	(1%)	-	-	-	271	275	(1%)	
Annuities										
Sub-Total	474	310	53%	27	38	(29%)	501	348	44%	
DWP Rebates	280	20	1300%	-	-	-	280	20	1300%	
Total	754	330	128%	27	38	(29%)	781	368	112%	
Intermediated										
Distribution :										
Individual Pensions	17	11	55%	6	7	(14%)	23	18	28%	
Corporate Pensions	12	7	71%	2	2	0%	14	9	56%	
Life	234	387	(40%)	8	6	33%	242	393	(38%)	
Individual	239	263	(9%)	-	-	-	239	263	(9%)	
Annuities										
Bulk Annuities	71	424	(83%)	-	-	-	71	424	(83%)	
Sub-Total	573	1,091	(47%)	16	15	7%	589	1,106	(47%)	
DWP Rebates	60	45	33%	-	-	-	60	45	33%	
Total	633	1,136	(44%)	16	15	7%	649	1,151	(44%)	
Partnerships :										
Life	32	11	191%	-	-	-	32	11	191%	
Total	32	11	191%	-	-	-	32	11	191%	
Total:										
Individual Pensions	20	13	54%	8	9	(11%)	28	22	27%	
Corporate Pensions	208	33	530%	26	37	(30%)	234	70	234%	
Life	270	405	(33%)	9	7	29%	279	412	(32%)	
Individual	510	537	(5%)	-	-	-	510	537	(5%)	
Annuities										

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Bulk Annuities	71	424	(83%)	-	-	-	71	424	(83%)
Sub-Total	1,079	1,412	(24%)	43	53	(19%)	1,122	1,465	(23%)
DWP Rebates	340	65	423%	-	-	-	340	65	423%
Total UK Insurance Operations	1,419	1,477	(4%)	43	53	(19%)	1,462	1,530	(4%)
European Insurance Operations: (4)									
Insurance Products	12	8	50%	-	9	-	12	17	(29%)
Total European Insurance Operations	12	8	50%	-	9	-	12	17	(29%)
Total UK & European Insurance Operations	1,431	1,485	(4%)	43	62	(31%)	1,474	1,547	(5%)
US Insurance Operations: (11)									
Fixed Annuities	532	730	(27%)	-	-	-	532	730	(27%)
Equity Linked	44	50	(12%)	-	-	-	44	50	(12%)
Indexed Annuities									
Variable Annuities	442	511	(14%)	-	-	-	442	511	(14%)
Life	-	-	-	3	4	(25%)	3	4	(25%)
Sub-total Retail	1,018	1,291	(21%)	3	4	(25%)	1,021	1,295	(21%)
Guaranteed	-	(5)	-	-	-	-	-	(5)	-
Investment									
Contracts									
GIC - Medium Term Note	-	(16)	-	-	-	-	-	(16)	-
Total US Insurance Operations	1,018	1,270	(20%)	3	4	(25%)	1,021	1,274	(20%)
Asian Insurance Operations: (4)									
Singapore	29	85	(66%)	12	13	(8%)	41	98	(58%)
Hong Kong	34	51	(33%)	14	22	(36%)	48	73	(34%)
Malaysia	3	4	(25%)	13	22	(41%)	16	26	(38%)
Taiwan	1	2	(50%)	47	45	4%	48	47	2%
Japan	3	1	200%	12	10	20%	15	11	36%
Other (3)	7	7	0%	28	28	0%	35	35	0%
Total Asian Insurance Operations	77	150	(49%)	126	140	(10%)	203	290	(30%)
Group Total	2,526	2,905	(13%)	172	206	(17%)	2,698	3,111	(13%)

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INVESTMENT OPERATIONS

	M&G & UK Operations			Asia Mutual Funds (10)			Hong Kong MPF Products (5)		
	Q1	Q4	+/- (%)	Q1	Q4	+/- (%)	Q1	Q4	+/- (%)
	2003	2002		2003	2002		2003	2002	
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
Opening FUM	19,528	18,846	4%	5,096	3,652	40%	136	121	12%
Gross inflows	1,183	743	59%	3,772	3,812	(1%)	18	17	6%
Less redemptions	(543)	(442)	(23%)	(3,870)	(3,487)	(11%)	(3)	(2)	(50%)
Net flows	640	301	113%	(98)	325	(130%)	15	15	0%
Other movements	4	-	-	(13)	1,130	(101%)	-	-	-
Market and currency movements	(246)	381	(165%)	37	(12)	408%	-	-	-
Net movement in FUM	398	682	(42%)	(74)	1,444	(105%)	15	15	0%
Closing FUM	19,926	19,528	2%	5,022	5,096	(1%)	151	136	11%

Notes to Schedules:

- (2) Annual Equivalents (AE), calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.
- (3) In Asia, 'Other' insurance operations include Thailand, Indonesia, The Philippines, Vietnam, India (26% interest), China and Korea.
- (4) Sales for overseas operations have been calculated using average exchange rates.
- (5) Mandatory Provident Fund product sales in Hong Kong are included at Prudential's 36% interest of the Hong Kong MPF operation.
- (10) Funds under management arising from the Korean fund management acquisition in Q4 are included in Other movements.
- (11) 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.
- (12) Reflecting the expanded investment business new business analysis on Schedule 2, certain investment fund mandates previously classified from UK Corporate Pensions sales are now reported as M&G institutional funds under management. 2002 UK insurance sales now reflect this change in presentation.

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 17 April 2003

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PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Steve Colton
Group Head of Media Relations