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PRUDENTIAL PLC  
Form 6-K  
October 19, 2004

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 October, 2004

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: 3rd Quarter Results

Embargo: 07.01 hrs Tuesday 19 October 2004

PRUDENTIAL PLC THIRD QUARTER 2004 NEW BUSINESS RESULTS

Strong performances across all businesses\*

- Total Group Insurance sales of GBP8.2 billion for the first nine months of  
this year, up 24 per cent.
- Total Group Insurance APE sales of GBP1.3 billion for the first nine months  
of this year, up 16 per cent.
- Prudential UK and Europe APE sales of GBP521 million in the first nine  
months of this year, up 19 per cent.

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- Jackson National Life's (JNL) APE sales of GBP355 million in the first nine months of this year, up 18 per cent.
- APE sales at Prudential Corporation Asia of GBP394 million in the first nine months of this year, up 12 per cent with third quarter sales up 20 per cent on the second quarter.

Prudential's Group Chief Executive, Jonathan Bloomer, commented: "All our businesses continue to show a healthy momentum, building on the strong performance we delivered in the first half of the year.

With its broad product range and diversified distribution channels, the UK insurance business is building on its strengths and is well positioned to win customers as the market concentrates towards financially strong companies.

Jackson National Life's 18 per cent increase in APE sales demonstrates that it has the products and distribution channels to succeed in the US market.

Prudential Corporation Asia's sales momentum continues its upward trend with sales in the third quarter up 20 per cent on the second quarter and increasing month by month.

All our businesses are well positioned to take advantage of the clear opportunities in their respective markets."

\* The narrative is on constant exchange rates throughout. See Notes to Editors for further details.

### UK and Europe Insurance Operations

Prudential UK and Europe has continued to deliver strong results. Sales for the first nine months of 2004 of GBP521 million on an annual premium equivalent (APE) basis were up 19 per cent on the corresponding period in 2003. This principally reflects strong sales of corporate pensions (up 13 per cent), individual annuities (up 20 per cent) and unit-linked and international with-profits bonds (up 108 per cent).

APE sales in the third quarter of 2004 of GBP161 million were up 29 per cent on the third quarter of 2003.

### Intermediaries

APE sales for the nine month period through the intermediaries channel were GBP207 million, 20 per cent higher than the equivalent period in 2003. This reflects the sustained growth in sales of unit-linked and international with-profits bonds where APE sales of GBP52 million were up 108 per cent. APE sales of individual annuities were 42 per cent higher reflecting Prudential's position as one of the market leaders in this area.

### Partnerships

APE sales through our partnerships channel were GBP67 million, up 168 per cent on the same period last year. Sales during the third quarter of GBP29 million were up 222 per cent on the third quarter of 2003. This result reflects the strong growth in sales of credit life protection products through our agreements with Lloyds TSB and Alliance & Leicester, and annuities through our partnership with Zurich. APE sales of credit life protection products during the third quarter of 2004 were up 26 per cent on the second quarter. APE individual annuity sales in the third quarter of 2004 increased 33 per cent on the second quarter. Annuity sales from the partnership agreement with Pearl,

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which was launched in September 2004, will be reflected in the fourth quarter's results.

### Business to business

APE sales through the business to business channel for the nine month period were GBP155 million, 6 per cent higher than the same period last year. APE sales of corporate pensions were GBP114 million, 4 per cent higher than the corresponding period of 2003. APE sales of bulk annuities of GBP25 million increased by 32 per cent over the same period last year and comprised 51 scheme wins.

### Direct to customer

APE sales through the direct to customer channel for the nine month period were down 9 per cent to GBP83 million, but sales during the third quarter of GBP18 million were in line with the third quarter of 2003. The focus of this channel has been primarily on selling annuities to vesting individual pension customers, an increasing proportion of which are now being transacted through IFAs. PruFund and PruHealth campaigns have recently been launched into this channel.

### Product launches

Prudential UK recently launched PruFund, a more transparent smoothed investment product. Illustrations were available from the end of August and the product opened for new business in mid-September. Early signs of interest have been encouraging although it is too early to predict how sales will develop. In October, we launched PruHealth, an innovative UK health insurance product linking health and fitness to the cost of premiums. The product has been developed through our joint venture with Discovery of South Africa.

### Persistency

In the interim results we reported a GBP15 million adverse persistency experience variance which arose from higher than expected surrenders of personal pension policies previously sold through the now closed direct sales force and also from Prudence Bond. Although Prudential is taking active steps to manage and improve the conservation of the in-force book, it is still seeing adverse experience on these policies and continues to monitor the position. In accordance with ABI guidelines for achieved profits accounting, the Board will review the success of the action taken and consider actual experience in setting assumptions for future experience at the year end.

### Summary

In the UK, we believe we will be a clear beneficiary as the market concentrates towards those financially strong companies with a broad product range and diversified distribution strategy.

### M&G

M&G recorded gross retail fund inflows of GBP1.2 billion in the first nine months of 2004, an increase of 36 per cent on the same period last year. Net retail fund inflows were GBP154 million. In the UK, M&G has continued to maintain solid fund inflows as a result of its strong retail brand, good fund performance and diversified product offering in fixed income, equities and, most recently, property. The success of M&G's focused expansion into European markets has been reflected in good sales in this area during the year.

Gross institutional fund inflows were GBP2.2 billion in the first nine months of the year, 5 per cent ahead of 2003. Net fund inflows were GBP463 million, a significant turnaround from the end of the first quarter when a single large

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redemption by a segregated fixed income client contributed to net outflows of GBP879 million. During the third quarter, M&G continued to progress its successful Collateralised Debt Obligation (CDO) programme with the launch of Ocelot, its first synthetic CDO. This reflects M&G's broadening expertise in this market and contributed GBP199 million to sales.

### Jackson National Life

Total APE sales for the first nine months of GBP355 million were up 18 per cent on the same period in 2003. Total retail sales for the nine months of GBP2.6 billion were up 6 per cent on 2003, as a result of strong variable and equity-linked indexed annuity sales, partially offset by lower fixed annuity sales. Retail sales in the third quarter were GBP902 million up 22 per cent on the same period in 2003, the result of increased sales of fixed and equity-linked indexed annuities.

### Variable annuities

Variable annuity sales of GBP1.5 billion were up 14 per cent on the first nine months of last year, reflecting consumers' confidence in the equity markets and JNL's strong product offering. JNL improved its market position to fourth at the end of the second quarter (in terms of net flow). Among the top 25 providers in the first six months of the year JNL's unbundled annuity product "Perspective II" was the best selling product (in terms of net flow) and its variable annuity net assets grew the fastest (Source VARDS). The rate of take up of the fixed account option remained low, with 28 per cent of the variable annuity premium going into fixed accounts compared with 53 per cent in 2003. Jackson continues to develop its product range: in October, it added several new investment and benefit options to its unbundled Perspective II product, which customers can actively select and pay for.

### Fixed annuities

Fixed annuity sales of GBP848 million were down 17 per cent on the first nine months of last year, due to the continued low interest rate environment in the US and the resulting lower crediting rates that limit demand for this product. However, recent interest rate moves have generated more interest in fixed and equity-linked indexed annuity products. In the third quarter, fixed annuity sales were up 15 per cent on the previous quarter and up 55 per cent on third quarter 2003.

### Equity-linked indexed annuities

Equity-linked indexed annuity sales for the first nine months of GBP293 million were up 80 per cent on last year, reflecting the attractiveness of the products and customers' increasing preference for fixed products with the potential for higher returns linked to equity index performance.

### Life

Regular premium life sales of GBP19 million for the first nine months were up 90 per cent on last year. This is the result of JNL's increased focus on its life business, including the introduction of several new products, such as variable universal life and the creation last year of a dedicated distribution team to focus on building relationships with life insurance agents.

### Curian Capital

Curian Capital continues to build a strong position in the managed accounts market, with total assets under management at the end of the period of GBP432 million up from GBP147 million at the year end.

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### Institutional

Institutional sales for the first nine months of GBP730 million were up 66 per cent on 2003. As we reported in our half year results JNL took advantage of several attractive opportunities in the first half of 2004 but intends to focus on retail sales for the rest of the year. Consistent with this, institutional sales in the third quarter were GBP129 million, down 55 per cent on the previous quarter. JNL remains on track to deliver institutional sales of around GBP225 million for the second half of the year.

### Summary

JNL is well positioned to maintain its strong growth and as reported in our half year results we expect it to return \$120 million cash to the Group this year and in future years.

### Prudential Corporation Asia

Prudential's Asian operations showed strong momentum during the third quarter, with sales improving month on month. Overall APE sales of GBP145 million represented growth of 20 per cent over the second quarter. APE sales of GBP394 million for the nine months are up 12 per cent on last year, up 21 per cent excluding discontinued sales in Japan.

Single premium products continue to be popular and while our primary focus remains on more profitable regular premium business, the proportion of single premium sales in the APE mix has increased to 12 per cent for the first nine months compared with 8 per cent for the full year 2003.

Following slower starts to 2004, both Malaysia and Taiwan have seen strong growth during the third quarter relative to the second, with increases of 36 per cent and 45 per cent respectively, driven principally by planned sales incentives and the successful launch of an innovative unit-linked product in Taiwan. Singapore recorded its strongest quarter of 2004 so far with a 20 per cent increase over the second quarter. Single premium unit-linked sales were particularly strong.

In Hong Kong, APE sales growth remains strong, increasing by 16 per cent for the first nine months of the year. However, the third quarter was slightly lower than the second due to the market's current preference for short-term traditional endowment policies and our strategy to manage our exposure to these less profitable products. Nevertheless, sales of single premium products, principally through bancassurance, grew 36 per cent for the first nine months, compared with the same period last year.

The life operation in Korea continued to show very strong growth in the first nine months of the year. However, this growth rate eased slightly in the third quarter with increasing volumes from the financial consultant and general agent channels offset by slower bancassurance sales as one of our partners recovers from the effects of industrial action. Korea also experienced increased competition in the direct channel.

In India, where we have a joint venture with ICICI Bank, growth in APE sales continues to be strong, increasing 140 per cent on 2003 for the first nine months. The growth rate did slow in the third quarter with a 17 per cent increase on the second quarter. Recently the industry has seen a slow down in new business growth, in part due to the introduction of the Senior Citizen Savings Scheme announced in the budget having a temporary impact.

Sales in China for the first nine months of the year are up 71 per cent compared with last year. We have been operating in Guangzhou for four years, and have a 14 per cent share of new business sales through the agency channel on an APE

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basis. We launched in Beijing in August 2003, and in Suzhou this September.

Sales in Indonesia in the third quarter were 33 per cent ahead of the previous quarter. Our business in Indonesia recovered from the effects of a court imposed administration period resulting from attempts to put the company into bankruptcy despite the business clearly being solvent. The bankruptcy decision has been overturned by the Indonesian Supreme Court. A bill to amend the bankruptcy law in Indonesia to prevent similar attempts has now been passed by the parliament and is awaiting Presidential notification.

In the third quarter of 2003, we implemented our new strategy in Japan to focus on more profitable product lines such as variable universal life and to improve our distribution. New business volumes this year have been slow, but we are starting to see some progress, which we continue to monitor. The third quarter 2004 was up 38 per cent compared with the second quarter.

Growth in Prudential's "Other" Asian operations slowed over the first nine months, mainly due to the impact of the Vietnamese market, which has seen a significant slowdown in growth rate after four years of strong sales following liberalisation of the market.

The Asian retail investment management business had GBP6.8 billion of funds under management at 30 September, with net inflows of GBP0.3 billion for the first nine months of the year. The net inflows were depressed by GBP767 million of net outflows in Taiwan in the third quarter following market concern about the liquidity of bond funds across the industry. The balance of the retail investment operations of Prudential Corporation Asia continue to record strong net inflows, with particularly strong growth in Korea and Japan.

### Summary

The sales momentum seen in the third quarter positions our Asian business well for a strong fourth quarter, in line with market expectations. We remain confident that the profitable growth being delivered in Asia is sustainable over the long-term and the business remains on track to begin remitting surplus capital to the group in 2006.

Prudential is hosting an analyst and investor visit to Kuala Lumpur and Ho Chi Minh City in the first week of November, when we will talk in more detail about our strategy, operations, products and distribution channels across the region.

### Egg

Egg has separately announced its third quarter results today.

-ENDS-

### Enquiries to:

Media		Investors/Analysts	
Geraldine Davies	020 7548 3911	Rebecca Burrows	020 7548 3537
Clare Staley	020 7548 3719	Marina Lee-Steere	020 7548 3511

### Notes to Editors:

1. There will be a conference call today for wire services hosted by Jonathan Bloomer, Group Chief Executive, and Philip Broadley, Group Finance Director at 7.30am. Dial-in telephone number: +44 (0) 20 8288 4530. Callers to quote "Prudential" for access to the call.
2. Sales for overseas operations have been reported using average exchange rates

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as shown in the attached schedules. Commentary is given on the results on a constant exchange rate basis. The two bases are compared in the table below.

	Annual Premium Equivalent Sales			
	Actual exchange rates			Constant
	2004 YTD	2003 YTD	+/- (%)	2004 YTD
	GBPm	GBPm		GBPm
UK	521	438	19%	521
and Europe				
US	355	342	4%	355
Asia	394	391	1%	394
Total	1,270	1,170	9%	1,270

	Gross Inflows			
	Actual exchange rates			Constant
	2004 YTD	2003 YTD	+/- (%)	2004 YTD
	GBPm	GBPm		GBPm
M&G	3,451	3,024	14%	3,451
Asia	13,776	13,309	4%	13,776
Total	17,227	16,333	5%	17,227

	Total Insurance and Investment New Business			
	Actual exchange rates			Constant
	2004 YTD	2003 YTD	+/- (%)	2004 YTD
	GBPm	GBPm		GBPm
Insurance	8,150	7,005	16%	8,150
Investment	17,227	16,333	5%	17,227
Total	25,377	23,338	9%	25,377

3. Annual premium equivalent (APE) sales comprise regular premium sales plus one-tenth of single premium insurance sales.

4. Certain investment mandates previously reported as UK corporate pensions are now reported as M&G institutional investment flows. The impact is to reduce UK corporate pensions APE sales by GBP32 million for the full-year 2003 (GBP26 million for the first nine months of 2003).

5. US institutional products (previously referred to as "stable value products") consist of guaranteed investment contracts (GICs), funding agreements and medium-term notes backed by funding agreements.

\*Prudential plc, a company incorporated and with its principal place of business in the United Kingdom, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services directly and through its subsidiaries and affiliates throughout the world. It has been in existence for over 150 years and has GBP170 billion in assets under management, as at 30 June 2004. Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

Forward-Looking Statements

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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, results, strategy and objectives. Statements containing the words "believes", "intends", "expects", "plans", "seeks" and "anticipates", and words of similar meaning, are forward-looking. 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, and the performance of financial markets generally; the policies and actions of regulatory authorities, the impact of competition, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; and the impact of changes in capital, solvency or accounting standards, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate. This may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. 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 contained in this statement or any other forward-looking statements it may make.

Schedule 1 -

### PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2004 TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US (1)			Asia (1)		
	2004	2003	+/-	2004	2003	+/-	2004	2003	+/-
	Q3 YTD	Q3 YTD	(%)	Q3 YTD	Q3 YTD	(%)	Q3 YTD	Q3 YTD	(%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
Total Insurance Products	3,955	3,026	31%	3,379	2,934	15%	816	593	38%
Total Investment Products -	3,451	3,024	14%	-	-	-	13,776	12,185	13%
Gross Inflows (2)									
Group Total	7,406	6,050	22%	3,379	2,934	15%	14,592	12,778	14%

### INSURANCE OPERATIONS

	Single			Regular			Total		
	2004	2003	+/-	2004	2003	+/-	2004	2003	+/-
	Q3 YTD	Q3 YTD	(%)	Q3 YTD	Q3 YTD	(%)	Q3 YTD	Q3 YTD	(%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
UK Insurance Operations : (4)									
Direct to Customer:									
Individual Pensions	7	7	-	6	7	(14%)	13	14	(7%)
Life - With Profit Bond	9	10	(10%)	1	1	-	10	11	(9%)
Life - Other	-	-	-	1	1	-	1	1	-
Individual Annuities	464	519	(11%)	-	-	-	464	519	(11%)
Sub-Total	480	536	(10%)	8	9	(11%)	488	545	(10%)
DWP Rebates	272	280	(3%)	-	-	-	272	280	(3%)



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Total	752	816	(8%)	8	9	(11%)	760	825	(8%)
Business to Business:									
Corporate Pensions	108	129	(16%)	103	97	6%	211	226	(7%)
Individual Annuities	162	167	(3%)	-	-	-	162	167	(3%)
Bulk Annuities	253	189	34%	-	-	-	253	189	34%
Total	523	485	8%	103	97	6%	626	582	8%
Intermediated Distribution :									
Individual Pensions	45	42	7%	16	19	(16%)	61	61	-
Corporate Pensions	127	38	234%	7	5	40%	134	43	212%
Life - With Profit Bond	188	290	(35%)	-	-	-	188	290	(35%)
Life - Other Bond	520	251	107%	-	-	-	520	251	107%
Life - Other	-	1	-	3	20	(85%)	3	21	(86%)
Individual Annuities	854	597	43%	-	-	-	854	597	43%
Sub-Total	1,734	1,219	42%	26	44	(41%)	1,760	1,263	39%
DWP Rebates	72	60	20%	-	-	-	72	60	20%
Total	1,806	1,279	41%	26	44	(41%)	1,832	1,323	38%
Partnerships :									
Life - With Profit Bond	3	45	(93%)	-	-	-	3	45	(93%)
Life - Other	573	179	220%	1	-	-	574	179	221%
Individual Annuities	88	28	214%	-	-	-	88	28	214%
Total	664	252	163%	1	-	-	665	252	164%
Total :									
Individual Pensions	52	49	6%	22	26	(15%)	74	75	(1%)
Corporate Pensions	235	167	41%	110	102	8%	345	269	28%
Life - With Profit Bond	200	345	(42%)	1	1	0%	201	346	(42%)
Life - Other Bond	520	251	107%	-	-	-	520	251	107%
Life - Other	573	180	218%	5	21	(76%)	578	201	188%
Individual Annuities	1,568	1,311	20%	-	-	-	1,568	1,311	20%
Bulk Annuities	253	189	34%	-	-	-	253	189	34%
Sub-Total	3,401	2,492	36%	138	150	(8%)	3,539	2,641	34%
DWP Rebates	344	340	1%	-	-	-	344	340	1%
Total UK Insurance Operations	3,745	2,832	32%	138	150	(8%)	3,883	2,981	30%
European Insurance Operations: (1)									
Insurance Products	71	45	58%	1	-	-	72	45	60%
Total European Insurance Operations	71	45	58%	1	-	-	72	45	60%
Total UK & European Insurance Operations	3,816	2,877	33%	139	150	(7%)	3,955	3,026	31%
US Insurance Operations : (1)									
Fixed Annuities	848	1,020	(17%)	-	-	-	848	1,020	(17%)
Equity-Linked Indexed Annuities	293	163	80%	-	-	-	293	163	80%
Variable Annuities	1,489	1,301	14%	-	-	-	1,489	1,301	14%
Life	-	-	-	19	10	90%	19	10	90%
Sub-Total Retail	2,630	2,484	6%	19	10	90%	2,649	2,494	6%
Guaranteed Investment	106	169	(37%)	-	-	-	106	169	(37%)

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Contracts									
GIC - Medium Term Note	624	271	130%	-	-	-	624	271	130%
Total US Insurance Operations	3,360	2,924	15%	19	10	90%	3,379	2,934	15%
Asian Insurance Operations : (1)									
China	6	4	50%	11	7	57%	17	11	55%
Hong Kong	162	119	36%	55	49	12%	217	168	29%
India (@26%)	4	3	33%	24	10	140%	28	13	115%
Indonesia	27	14	93%	20	20	-	47	34	38%
Japan	12	7	71%	5	32	(84%)	17	39	(56%)
Korea	30	4	650%	40	15	167%	70	19	268%
Malaysia	5	8	(38%)	39	38	3%	44	46	(4%)
Singapore	153	87	76%	31	36	(14%)	184	123	50%
Taiwan	64	17	276%	95	85	12%	159	102	56%
Other (5)	6	4	50%	27	34	(21%)	33	38	(13%)
Total Asian Insurance Operations	469	267	76%	347	326	6%	816	593	38%
Group Total	7,645	6,068	26%	505	486	4%	8,150	6,553	24%

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS 2004

TOTAL INSURANCE AND INVESTMENT NEW BUSINESS

	UK & Europe			US (1b)			Asia (1b)		
	2004 Q3 YTD GBPm	2003 Q3 YTD GBPm	+/- (%)	2004 Q3 YTD GBPm	2003 Q3 YTD GBPm	+/- (%)	2004 Q3 YTD GBPm	2003 Q3 YTD GBPm	+/- (%)
Total Insurance Products	3,955	3,028	31%	3,379	3,318	2%	816	659	24%
Total Investment Products-Gross Inflows (2)	3,451	3,024	14%	-	-	-	13,776	13,309	4%
Group Total	7,406	6,052	22%	3,379	3,318	2%	14,592	13,968	4%

INSURANCE OPERATIONS

	Single			Regular			Total		
	2004 Q3 YTD GBPm	2003 Q3 YTD GBPm	+/- (%)	2004 Q3 YTD GBPm	2003 Q3 YTD GBPm	+/- (%)	2004 Q3 YTD GBPm	2003 Q3 YTD GBPm	+/- (%)
UK Insurance Operations : (4)									
Direct to Customer:									
Individual Pensions	7	7	-	6	7	(14%)	13	14	(7%)
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Corporate Pensions	127	38	234%	7	5	40%	134	43	212%
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Life - With Profit Bond	3	45	(93%)	-	-	-	3	45	(93%)
Life - Other	573	179	220%	1	-	-	574	179	221%
Individual Annuities	88	28	214%	-	-	-	88	28	214%
Total	664	252	163%	1	-	-	665	252	164%
Total :									
Individual Pensions	52	49	6%	22	26	(15%)	74	75	(1%)
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Life - With Profit Bond	200	345	(42%)	1	1	0%	201	346	(42%)
Life - Other Bond	520	251	107%	-	-	-	520	251	107%
Life - Other	573	180	218%	5	21	(76%)	578	201	188%
Individual Annuities	1,568	1,311	20%	-	-	-	1,568	1,311	20%
Bulk Annuities	253	189	34%	-	-	-	253	189	34%
Sub-Total	3,401	2,492	36%	138	150	(8%)	3,539	2,642	34%
DWP Rebates	344	340	1%	-	-	-	344	340	1%
Total UK Insurance Operations	3,745	2,832	32%	138	150	(8%)	3,883	2,982	30%
European Insurance Operations: (1)									
Insurance Products	71	46	54%	1	-	-	72	46	57%
Total European Insurance Operations	71	46	54%	1	-	-	72	46	57%
Total UK & European Insurance Operations	3,816	2,878	33%	139	150	(7%)	3,955	3,028	31%
US Insurance Operations : (1b)									
Fixed Annuities	848	1,153	(26%)	-	-	-	848	1,153	(26%)
Equity-Linked Indexed Annuities	293	184	59%	-	-	-	293	184	59%
Variable Annuities	1,489	1,471	1%	-	-	-	1,489	1,471	1%
Life	-	-	-	19	11	73%	19	11	73%
Sub-Total Retail	2,630	2,808	(6%)	19	11	73%	2,649	2,819	(6%)
Guaranteed Investment Contracts	106	192	(45%)	-	-	-	106	192	(45%)
GIC - Medium Term Note	624	307	103%	-	-	-	624	307	103%
Total US Insurance Operations	3,360	3,307	2%	19	11	73%	3,379	3,318	2%

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Asian Insurance Operations : (1b)									
China	6	5	20%	11	8	38%	17	13	31%
Hong Kong	162	134	21%	55	55	-	217	189	15%
India (@26%)	4	3	33%	24	11	118%	28	14	100%
Indonesia	27	16	69%	20	23	(13%)	47	39	21%
Japan	12	7	71%	5	33	(85%)	17	40	(58%)
Korea	30	4	650%	40	16	150%	70	20	250%
Malaysia	5	9	(44%)	39	43	(9%)	44	52	(15%)
Singapore	153	96	59%	31	40	(23%)	184	136	35%
Taiwan	64	18	256%	95	94	1%	159	112	42%
Other (5)	6	6	0%	27	38	(29%)	33	44	(25%)
Total Asian Insurance Operations	469	298	57%	347	361	(4%)	816	659	24%
Group Total	7,645	6,483	18%	505	522	(3%)	8,150	7,005	16%

PRUDENTIAL PLC - NEW BUSINESS - NINE MONTHS

INVESTMENT OPERATIONS

	Opening FUM	Gross Inflows	Redemptions	Net inflows	Other movements	Market and Currency movements
2004						
M&G						
M&G branded retail investment products	8,819	1,124	( 957)	167	-	393
Prudential branded UK retail investment products (6)	1,325	118	( 131)	( 13)	-	38
M&G institutional (7)	14,048	2,209	( 1,746)	463	22	614
Total M&G	24,192	3,451	( 2,834)	617	22	1,045
Asia						
India	2,049	6,519	( 6,683)	( 164)	( 19)	( 13)
Taiwan	2,666	4,609	( 5,426)	( 817)	-	( 43)
Korea	933	1,625	( 1,179)	446	( 33)	12
Other Mutual Fund Operations	752	966	( 211)	755	-	16
Total Asian Mutual Fund Operations	6,400	13,719	( 13,499)	220	( 52)	( 28)
Hong Kong MPF Products (8)	196	57	( 21)	36	-	-
Total Asian Investment Operations	6,596	13,776	( 13,520)	256	( 52)	( 28)
Total Investment Products	30,788	17,227	( 16,354)	873	( 30)	1,017
	Opening FUM	Gross Inflows	Redemptions	Net inflows	Other movements	Market and

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						Currency movements
2003						
M&G						
M&G branded retail investment products	7,587	809	( 612)	197	(14)	679
Prudential branded UK retail investment products (6)	1,137	107	( 107)	-	-	117
M&G institutional (4) (7)	11,560	2,108	( 1,120)	988	-	942
Total M&G	20,284	3,024	( 1,839)	1,185	(14)	1,738
Asia						
India	1,372	5,261	( 4,906)	355	( 35)	160
Taiwan	2,425	5,707	( 5,485)	222	-	65
Korea	993	1,768	( 1,702)	66	( 20)	36
Other Mutual Fund Operations	306	517	( 177)	340	-	31
Total Asian Mutual Fund Operations	5,096	13,253	( 12,270)	983	( 55)	292
Hong Kong MPF Products (8)	136	56	( 16)	40	-	10
Total Asian Investment Operations	5,232	13,309	( 12,286)	1,023	( 55)	302
Total Investment Products	25,516	16,333	(14,125)	2,208	( 69)	2,040

	Opening FUM	Gross Inflows	Redemptions	Net inflows	Other movements	Market and Currency movements
2004 Movement Relative to 2003						
M&G						
M&G branded retail investment products	16%	39%	(56%)	(15%)	-	(42%)
Prudential branded UK retail investment products (6)	17%	10%	(22%)	-	-	(68%)
M&G institutional (4) (7)	22%	5%	(56%)	(53%)	-	(35%)
Total M&G	19%	14%	(54%)	(48%)	257%	(40%)
Asia						
India	49%	24%	(36%)	(146%)	46%	(108%)
Taiwan	10%	(19%)	1%	(468%)	-	(166%)
Korea	(6%)	(8%)	31%	576%	(65%)	(67%)
Other Mutual Fund Operations	146%	87%	(19%)	122%	-	(48%)
Total Asian Mutual Fund Operations	26%	4%	(10%)	(78%)	5%	(110%)
Hong Kong MPF Products (8)	44%	2%	(31%)	(10%)	-	-
Total Asian Investment Operations	26%	4%	(10%)	(75%)	5%	(109%)
Total Investment Products	21%	5%	(16%)	(60%)	57%	(50%)

US (9)

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	2004 Q3
	YTD
	GBPm
US Banking Products	
Total Deposit Liabilities	604
Retail Assets	677
Curian Capital	
External Funds under Management	432

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2004 VERSUS QUARTER 3 2003

INSURANCE OPERATIONS

	Single			Regular			Total		
	Q3 2004 GBPm	Q3 2003 GBPm	+/- (%)	Q3 2004 GBPm	Q3 2003 GBPm	+/- (%)	Q3 2004 GBPm	Q3 2003 GBPm	+/- (%)
UK Insurance									
Operations : (4)									
Direct to Customer:									
Individual Pensions	1	1	-	2	2	-	3	3	-
Life - With Profit	3	3	-	-	-	-	3	3	-
Bond									
Life - Other	-	-	-	-	-	-	-	-	-
Individual Annuities	159	152	5%	-	-	-	159	152	5%
Sub-Total	163	156	4%	2	2	-	165	158	4%
DWP Rebates	-	-	-	-	-	-	-	-	-
Total	163	156	4%	2	2	-	165	158	4%
Business to Business:									
Corporate Pensions	31	37	(16%)	28	27	4%	59	64	(8%)
Individual Annuities	68	63	8%	-	-	-	68	63	8%
Bulk Annuities	43	32	34%	-	-	-	43	32	34%
Total	142	132	8%	28	27	4%	170	159	7%
Intermediated									
Distribution :									
Individual Pensions	12	9	33%	5	6	(17%)	17	15	13%
Corporate Pensions	10	15	(33%)	2	2	-	12	17	(29%)
Life - With Profit	55	117	(53%)	-	-	-	55	117	(53%)
Bond									
Life - Other Bond	206	102	102%	-	-	-	206	102	102%
Life - Other	-	-	-	1	3	(67%)	1	3	(67%)
Individual Annuities	309	206	50%	-	-	-	309	206	50%
Sub-Total	592	449	32%	8	11	(27%)	600	459	31%
DWP Rebates	-	-	-	-	-	-	-	-	-

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Total	592	449	32%	8	11	(27%)	600	459	31%
Partnerships :									
Life - With Profit Bond	1	10	(90%)	-	-	-	1	10	(90%)
Life - Other	234	61	284%	1	-	-	235	61	285%
Individual Annuities	40	24	67%	-	-	-	40	24	67%
Total	275	95	189%	1	-	-	276	95	191%
Total :									
Individual Pensions	13	10	30%	7	8	(13%)	20	18	11%
Corporate Pensions	41	52	(21%)	30	29	3%	71	81	(12%)
Life - With Profit Bond	59	130	(55%)	-	-	-	59	130	(55%)
Life - Other Bond	206	102	102%	-	-	-	206	102	102%
Life - Other	234	61	284%	2	3	(33%)	236	64	269%
Individual Annuities	576	445	29%	-	-	-	576	445	29%
Bulk Annuities	43	32	34%	-	-	-	43	32	34%
Sub-Total	1,172	832	41%	39	40	(3%)	1,211	872	39%
DWP Rebates	-	-	-	-	-	-	-	-	-
Total UK Insurance Operations	1,172	832	41%	39	40	(3%)	1,211	872	39%
European Insurance Operations : (10)									
Insurance Products	35	17	106%	1	-	-	36	17	112%
Total European Insurance Operations	35	17	106%	1	-	-	36	17	112%
Total UK & European Insurance Operations	1,207	849	42%	40	40	-	1,247	889	40%
US Insurance Operations : (10)									
Fixed Annuities	275	200	38%	-	-	-	275	200	38%
Equity-Linked Indexed Annuities	135	72	88%	-	-	-	135	72	88%
Variable Annuities Life	483	561	(14%)	-	-	-	483	561	(14%)
	-	-	-	9	3	200%	9	3	200%
Sub-total Retail	893	833	7%	9	3	200%	902	836	8%
Guaranteed Investment Contracts	74	6	1133%	-	-	-	74	6	1133%
GIC - Medium Term Note	55	28	96%	-	-	-	55	28	96%
Total US Insurance Operations	1,022	867	18%	9	3	200%	1,031	870	19%
Asian Insurance Operations:(10)									
China	1	1	-	5	3	67%	6	4	50%
Hong Kong	53	58	(9%)	19	21	(10%)	72	79	(9%)
India (@26%)	1	1	-	7	4	75%	8	5	60%
Indonesia	6	9	(33%)	6	10	(40%)	12	19	(37%)
Japan	5	2	150%	2	13	(85%)	7	15	(53%)
Korea	3	4	(25%)	13	6	117%	16	10	60%
Malaysia	2	3	(33%)	18	19	(5%)	20	22	(9%)

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Singapore	57	45	27%	11	14	(21%)	68	59	15%
Taiwan	34	9	278%	38	30	27%	72	39	85%
Other (5)	2	2	-	10	14	(29%)	12	16	(25%)
Total Asian Insurance Operations	164	134	22%	129	134	(4%)	293	268	9%
Group Total	2,393	1,849	29%	178	177	1%	2,571	2,026	27%

INVESTMENT OPERATIONS

	M&G (4) (7)			Asia Mutual Funds			Hong Kong MPF Products (8)		
	Q3 2004 GBPm	Q3 2003 GBPm	+/- (%)	Q3 2004 GBPm	Q3 2003 GBPm	+/- (%)	Q3 2004 GBPm	Q3 2003 GBPm	+/- (%)
Opening FUM	24,442	22,331	9%	6,876	5,721	20%	216	165	31%
Gross inflows	1,274	1,008	26%	4,176	4,929	(15%)	16	17	(6%)
Less redemptions	( 567)	( 657)	14%	( 4,608)	( 4,547)	(1%)	( 5)	( 4)	(25%)
Net flows	707	351	101%	( 432)	382	(213%)	11	13	(15%)
Other movements	63	-	-	( 14)	( 25)	44%	-	-	-
Market and currency movements	664	511	30%	110	238	(54%)	5	8	(38%)
Net movement in FUM	1,434	862	66%	( 336)	595	(156%)	16	21	(24%)
Closing FUM	25,876	23,193	12%	6,540	6,316	4%	232	186	25%

PRUDENTIAL PLC - NEW BUSINESS - QUARTER 3 2004 VERSUS QUARTER 3 2003

INSURANCE OPERATIONS

	Single			Regular			Total		
	Q3 2004 GBPm	Q2 2004 GBPm	+/- (%)	Q3 2004 GBPm	Q2 2004 GBPm	+/- (%)	Q3 2004 GBPm	Q2 2004 GBPm	+/- (%)
UK Insurance Operations : (4)									
Direct to Customer:									
Individual Pensions	1	3	(67%)	2	2	-	3	5	(40%)
Life - With Profit Bond	3	3	-	-	-	-	3	3	-
Individual Annuities	159	155	3%	-	-	-	159	155	3%
Sub-Total	163	161	1%	2	2	-	165	163	1%
DWP Rebates	-	-	-	-	-	-	-	-	-
Total	163	161	1%	2	2	-	165	163	1%
Business to Business:									
Corporate Pensions	31	37	(16%)	28	45	(38%)	59	82	(28%)
Individual Annuities	68	46	48%	-	-	-	68	46	48%
Bulk Annuities	43	70	(39%)	-	-	-	43	70	(39%)
Total	142	153	(7%)	28	45	(38%)	170	198	(14%)



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Intermediated Distribution :										
Individual Pensions	12	17	(29%)	5	5	-	17	22	(23%)	
Corporate Pensions	10	52	(81%)	2	3	(33%)	12	55	(78%)	
Life - With Profit Bond	55	79	(30%)	-	-	-	55	79	(30%)	
Life - Other Bond	206	172	20%	-	-	-	206	172	20%	
Life - Other	-	-	-	1	1	-	1	1	-	
Individual Annuities	309	318	(3%)	-	-	-	309	318	(3%)	
Sub-Total	592	638	(7%)	8	9	(11%)	600	647	(7%)	
DWP Rebates	-	-	-	-	-	-	-	-	-	
Total	592	638	(7%)	8	9	(11%)	600	647	(7%)	
Partnerships :										
Life - With Profit Bond	1	-	-	-	-	-	1	-	-	
Life - Other	234	175	34%	1	1	-	235	176	34%	
Individual Annuities	40	25	60%	-	-	-	40	25	60%	
Total	275	200	38%	1	1	-	276	201	37%	
Total :										
Individual Pensions	13	20	(35%)	7	7	-	20	27	(26%)	
Corporate Pensions	41	89	(54%)	30	48	(38%)	71	137	(48%)	
Life - With Profit Bond	59	82	(28%)	-	-	-	59	82	(28%)	
Life - Other Bond	206	172	20%	-	-	-	206	172	20%	
Life - Other	234	175	34%	2	2	-	236	177	33%	
Individual Annuities	576	544	6%	-	-	-	576	544	6%	
Bulk Annuities	43	70	(39%)	-	-	-	43	70	(39%)	
Sub-Total	1,172	1,152	2%	39	57	(32%)	1,211	1,209	-	
DWP Rebates	-	-	-	-	-	-	-	-	-	
Total UK Insurance Operations	1,172	1,152	2%	39	57	(32%)	1,211	1,209	-	
European Insurance Operations : (10)										
Insurance Products	35	18	94%	1	-	-	36	18	100%	
Total European Insurance Operations	35	18	94%	1	-	-	36	18	100%	
Total UK & European Insurance Operations	1,207	1,170	3%	40	57	(30%)	1,247	1,227	2%	
US Insurance Operations : (10)										
Fixed Annuities	275	241	14%	-	-	-	275	241	14%	
Equity-Linked Indexed Annuities	135	87	55%	-	-	-	135	87	55%	
Variable Annuities	483	533	(9%)	-	-	-	483	533	(9%)	
Life	-	-	-	9	7	29%	9	7	29%	
Sub-total Retail	893	861	4%	9	7	29%	902	868	4%	
Guaranteed Investment Contracts	74	13	469%	-	-	-	74	13	469%	
GIC - Medium Term Note	55	277	(80%)	-	-	-	55	277	(80%)	
Total US Insurance Operations	1,022	1,151	(11%)	9	7	29%	1,031	1,158	(11%)	
Asian Insurance Operations :										

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(10)									
China	1	2	(50%)	5	3	67%	6	5	20%
Hong Kong	53	56	(5%)	19	19	-	72	75	(4%)
India (@26%)	1	1	-	7	6	17%	8	7	14%
Indonesia	6	7	(14%)	6	5	20%	12	12	-
Japan	5	4	25%	2	1	100%	7	5	40%
Korea	3	9	(67%)	13	14	(7%)	16	23	(30%)
Malaysia	2	2	-	18	13	38%	20	15	33%
Singapore	57	46	24%	11	10	10%	68	56	21%
Taiwan	34	20	70%	38	27	41%	72	47	53%
Other (5)	2	2	-	10	9	11%	12	11	9%
-----									
Total Asian Insurance Operations	164	149	10%	129	107	21%	293	256	14%
-----									
Group Total	2,393	2,470	(3%)	178	171	4%	2,571	2,641	(3%)
=====									

INVESTMENT OPERATIONS

	M&G (4) (7)			Asia Mutual Funds			Hong Kong MPF Product (8)		
	Q3 2004	Q2 2004	+/- (%)	Q3 2004	Q2 2004	+/- (%)	Q3 2004	Q2 2004	+/- (%)
	GBPm	GBPm		GBPm	GBPm		GBPm	GBPm	
Opening FUM	24,442	23,658	3%	6,876	6,741	2%	216	206	
Gross inflows	1,274	1,455	(12%)	4,176	4,652	(10%)	16	24	(33%)
Less redemptions	( 567)	( 659)	14%	( 4,608)	( 4,293)	(7%)	( 5)	( 12)	5%
-----									
Net flows	707	796	(11%)	( 432)	359	(220%)	11	12	(8%)
Other movements	63	( 139)	145%	( 14)	( 13)	(8%)	-	-	
Market and currency movements	664	127	423%	110	( 211)	152%	5	( 2)	35%
-----									
Net movement in FUM	1,434	784	83%	( 336)	135	(349%)	16	10	6%
-----									
Closing FUM	25,876	24,442	6%	6,540	6,876	(5%)	232	216	
-----									

INSURANCE OPERATIONS

SALES

UK Insurance Operations:

ANNUITIES

Bulks:

Policyholder

Shareholder

Q3 2004 (%) Q3 2003 GBPm

1 2% 3  
42 98% 29

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Total	43	100%	32
Individual:			
Policyholder	2	0%	212
Shareholder	574	100%	233
Total	576	100%	445
Total Annuities:			
Policyholder	3	0%	215
Shareholder	616	100%	262
Total	619	100%	477

PRUDENTIAL PLC - NEW BUSINESS - YTD 2004 VERSUS YTD 2003

	YTD Q3 2004 GBPm	(%)	YTD Q3 2003 GBPm
SALES			
UK Insurance Operations:			
ANNUITIES			
Bulks:			
Policyholder	7	3%	7
Shareholder	246	97%	182
Total	253	100%	189
Individual:			
Policyholder	431	27%	728
Shareholder	1,137	73%	583
Total	1,568	100%	1,311
Total Annuities:			
Policyholder	438	24%	735
Shareholder	1,383	76%	765
Total	1,821	100%	1,500

Notes to Schedules :

(1) Insurance and investment new business for overseas operations has been calculated using constant exchange rates. The applicable rate for Jackson National Life is 1.82. A comparison between the results at actual exchange rates and at constant exchange rates is given in the press release.

(1b) Insurance and investment new business for overseas operations has been calculated using average exchange rates. The applicable rate for Jackson National Life is 1.82 (2003 - 1.61).

(2) Represents cash received from sale of investment products.

(3) Annual Equivalents, calculated as regular new business contributions + 10% single new business contributions, are subject to roundings.

(4) Certain investment mandates previously reported as UK Corporate Pensions in 2003 are now reported as M&G institutional funds under management. The impact of

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this is to reduce UK Corporate pensions APE sales by GBP32 million for the full year 2003 (GBP26 million for the first nine months of 2003).

(5) In Asia, 'Other' insurance operations include Thailand, The Philippines and Vietnam.

(6) Scottish Amicable and Prudential branded Investment Products.

(7) Balance includes segregated pensions fund business, private finance flows and M&G South Africa institutional business. M&G institutional funds under management for Q2 2003 have been restated to include funds managed on behalf of the Prudential Staff Pension Scheme previously categorised as internal funds. Other movements reflect the net flows arising from the cash portion of a tactical asset allocation fund managed in South Africa.

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

(9) Balance sheet figures have been calculated at closing exchange rates.

(10) Sales are converted 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 19 October, 2004

PRUDENTIAL PUBLIC LIMITED COMPANY

By: /s/ Clare Staley  
Head of Group Media Relations