

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 X 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 X

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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)	16,154	14,745	10%	36	65	(45%)	46,957	40,875	15%	63,147	55,685	13%
Gross Inflows												
	<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	+/- (%)

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	2,800	2,796	0%	-	-	-	2,800	2,796	0%	280	280	0%
Equity Release	242											