

**PruProtect Press Release
12 May 2014**

PruProtect sees growth despite market downturn

Swiss Re's latest Term & Health Watch showed the Critical Illness market had dropped over 20% in 2013, measured by volume of policies sold.

Over the same period, PruProtect's new business for Serious Illness Cover had risen by 3% on the same measure, meaning that the innovative insurer is now the third largest in the intermediary sector, despite only having launched its revolutionary product range in 2008.

At the same time, the firm delivered a £14m pre-tax operating profit for the 6 months ending December 2013*

Summary:

- Overall new business premiums up 4% compared to 2012
- Serious Illness Cover business volumes up 3% compared to a market fall of over 20%
- 213,325 lives now covered by PruProtect
- PruProtect now has 11.4% new business market share in the intermediated Protection market, making it the 3rd largest provider in the channel**
- Vitality Optimiser product, launched in September 2013, accounted for 30% of new business in Q4
- Pre tax profit of £14m for the 6 months to December 2013*

Commenting on the results, Herschel Mayers, CEO of PruProtect said:

“These superb results demonstrate that our innovative product range has enduring appeal in the UK mass market. To have risen to be the 3rd largest insurer in such a short period since our 2008 launch is a fantastic achievement and to do so while making a significant profit is remarkable.

To ensure this success continues, we have embarked on a major advertising campaign in 2014; encompassing national press, online and billboards which will raise consumer awareness of our brand and of the need for Protection in general.”

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Notes to Editors

*Discovery Interim Results 2013

**Association of British Insurers

The information contained in PruProtect's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at pruprotect.co.uk.

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About PruProtect

PruProtect is a partnership between Discovery, a South African insurer with a reputation for fresh thinking and Prudential, one of the most familiar and trusted financial providers in the UK. So, while our plans are groundbreaking and designed for the way people live their lives today, they still come with the stability and financial security of a company that's been successful for more than 150 years.

We offer a full menu of personal and business protection products from which customers can choose when building their protection plan. Whether customers are moving into their first home, starting a family, building a business or thinking about the inheritance they'll leave their loved ones, our range is designed to give them the cover they need.

At PruProtect we also believe that encouraging our members to lead a healthier lifestyle is just as important as looking after them when they are ill. So in addition to offering comprehensive cover, our plans come with Vitality - a healthy living rewards programme. Vitality helps members get healthier and saves them money at the same time. The healthier members get, the more they get back from Vitality, including the opportunity to reduce their premiums. We are the only protection insurer to offer anything like it.

For more information visit pruprotect.co.uk

About Discovery

Discovery, headed up by Adrian Gore, is a leading South African financial services company that specialises in healthcare cover, life assurance and lifestyle and wellbeing benefits. Prudential UK and Discovery launched PruHealth in 2004.