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Prudential plc and Subsidiaries INDEX TO UNAUDITED CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

As filed with the Securities and Exchange Commission on October 11, 2007

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**

Commission File Number: 1-15040

PRUDENTIAL PUBLIC LIMITED COMPANY

(Name of Registrant)

**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 is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): ____

Indicate by check mark whether the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): ____

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_

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

This report on Form 6-K is hereby incorporated by reference, in its entirety, into Prudential Public Limited Company's registration statement on Form F-3 (File No. 333-117208).

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SELECTED HISTORICAL FINANCIAL INFORMATION OF PRUDENTIAL

The following tables set forth Prudential's selected consolidated financial data for the periods indicated. Certain data is derived from Prudential's consolidated financial statements prepared in accordance with International Financial Reporting Standards (IFRS) as adopted by the European Union (EU). Were the Group to apply IFRS as published by the International Accounting Standards Board (IASB), as opposed to the EU adopted IFRS, no additional adjustments would be required. These accounting principles differ in certain significant respects from US GAAP. The unaudited condensed consolidated interim financial statements included in this document include a reconciliation of the differences between IFRS and US GAAP that are significant to the financial statements. The tables are only a summary and should be read in conjunction with Prudential's unaudited condensed consolidated interim financial statements and the related notes included in this document, together with the "Operating and Financial Review".

	Six Months Ended June 30,		
	2007[1]	2007	2006
	(In $ Millions)	(In £ Millions)	
Income statement data IFRS basis			
Gross premium earned	**16,205**	**8,077**	8,257
Outward reinsurance premiums	**(349)**	**(174)**	(93)
Earned premiums, net of reinsurance	**15,856**	**7,903**	8,164
Investment income	**16,552**	**8,250**	4,918
Other income	**2,195**	**1,094**	934
Total revenue, net of reinsurance	**34,603**	**17,247**	14,016
Benefits and claims and movement in unallocated surplus of with-profits funds	**(28,720)**	**(14,315)**	(11,370)
Acquisition costs and other operating expenditure	**(4,249)**	**(2,118)**	(1,658)
Finance costs: interest on core structural borrowings of shareholder-financed operations	**(177)**	**(88)**	(89)
Total charges	**(33,146)**	**(16,521)**	(13,117)
Profit before tax[2]	**1,457**	**726**	899
Tax attributable to policyholders' returns	**4**	**2**	(162)
Profit before tax attributable to shareholders	**1,461**	**728**	737
Tax attributable to shareholders' profits	**(508)**	**(253)**	(253)
Profit from continuing operations after tax	**953**	**475**	484
Discontinued operations (net of tax)[3]	**484**	**241**	(34)
Profit for the period	**1,437**	**716**	450

	Six Months Ended June 30,		
	2007[1]	2007	2006
	(In $ Millions)	(In £ Millions)	
Statement of income and comprehensive income data US GAAP basis			
Insurance policy revenues	**6,564**	**3,272**	3,992
Investment results	**15,952**	**7,951**	4,931
Other income	**2,125**	**1,059**	906

	Six Months Ended June 30,		
Total revenue	**24,641**	**12,282**	9,829
Net income from continuing operations (after minority interests)	**1,306**	**651**	383
Net income (loss) from discontinued operations including profit on disposal (net of applicable tax)[3]	**165**	**82**	(31)
Cumulative effect of changes in accounting principle			1
Net income	**1,471**	**733**	353
Total comprehensive income (loss)	**104**	**52**	(234)

	As of and for the Six Months Ended June 30,		As of and for the Twelve Months Ended December 31,
	2007[1]	2007	2006
	(In $ Millions)	(In £ Millions)	
Balance sheet data IFRS basis			
Total assets	**432,055**	**215,349**	216,520
Total policyholder liabilities and unallocated surplus of with-profits funds	**370,409**	**184,623**	178,587
Core structural borrowings of shareholder-financed operations	**4,841**	**2,413**	3,063
Total equity	**12,038**	**6,000**	5,620
Balance sheet data US GAAP basis			
Total assets	**416,957**	**207,824**	209,868
Policyholder benefit liabilities	**280,398**	**139,759**	138,672
Separate account liabilities	**28,596**	**14,253**	11,860
Total shareholders' equity	**14,255**	**7,105**	7,204
Other data			
New business from continuing operations:			
Single premium sales[5]	**13,342**	**6,650**	14,027
New regular premium sales[4][5]	**1,342**	**669**	1,067
Gross investment product contributions[5]	**50,176**	**25,009**	33,894
Funds under management	**513,613**	**256,000**	251,000

	Six Months Ended June 30,		
	2007[1]	2007	2006
Other data			
Based on profit for the period attributable to the equity holders of the Company (IFRS basis):			
Basic earnings per share	**58.78¢**	**29.3p**	18.7p
Diluted earnings per share	**58.78¢**	**29.3p**	18.7p
Based on net income after minority interests (US GAAP basis):			
Basic earnings per share	**60.39¢**	**30.1p**	14.7p
Diluted earnings per share	**60.39¢**	**30.1p**	14.7p
Dividend per share declared and paid in reporting period[6]	**23.51¢**	**11.72p**	11.02p
Equivalent cents per share[7]		**23.17¢**	20.46¢
Market price at end of period	**1,432¢**	**714p**	611p
Weighted average number of shares (in millions)		**2,437**	2,403

(1) Amounts stated in US dollars have been translated from pounds sterling at the rate of $2.0063 per £1.00 (the noon buying rate in New York City on June 29, 2007).

(2) Profit before tax represents income net of post-tax transfers to unallocated surplus of with-profits funds, before tax attributable to policyholders and unallocated surplus of with-profits funds, unit-linked policies and shareholders' profits.

(3) Discontinued operations relate to the sale of Egg Banking plc (Egg) to Citibank Overseas Investment Corporation, a subsidiary of Citigroup Inc (Citi) in the first half of 2007. See note J of the notes to Prudential's unaudited condensed consolidated interim financial statements.

(4) New regular premium sales are reported on an annualized basis, which represents a full year of installments in respect of regular premiums, irrespective of the actual payments made during the period.

(5) New business premiums reflect the amount of business Prudential generated during each period shown and do not include renewal premiums on policies written during prior periods. Prudential considers new business premiums to be a measure of its operating performance because they represent

new sales of insurance policies during a specified period, rather than its revenues or profitability during that period. This operating measure enables a comparison of operating performance across periods without regard to revenues or profitability related to policies sold in prior periods. Gross investment product contributions reflect the amount invested by Institutional and Retail customers in the period. Prudential considers these to be a measure of its operating performance because it measures the flow of monies into the funds managed by the Group. This operating measure enables a measurement of operating performance across periods.

(6)

Under IFRS, dividends declared after the balance sheet date in respect of the prior reporting period are treated as a non-adjusting event. The appropriation reflected in the statement of changes in equity, therefore, includes the final dividend in respect of the prior period. Parent company dividends relating to the reporting period were an interim dividend of 5.70p per share for the first half of 2007 and 5.42p per share for the first half of 2006.

(7)

The dividends declared relating to the reporting period have been translated into US dollars at the noon buying rate on the dates the payments were made.

EXCHANGE RATE INFORMATION

Prudential publishes its consolidated financial statements in pounds sterling. References in this document to "US dollars", "US$", "$" or "¢" are to US currency, references to "pounds sterling", "£", "pounds", "pence" or "p" are to UK currency (there are 100 pence to each pound) and references to "euro" or "€" are to the European single currency. The following table sets forth for each period the average of the noon buying rates on the last business day of each month of that period, as certified for customs purposes by the Federal Reserve Bank of New York, for pounds sterling expressed in US dollars per pound sterling for each of the reported periods. Prudential has not used these rates to prepare its consolidated financial statements.

Period	Average
Six months ended June 30, 2006	1.80
Twelve months ended December 31, 2006	1.86
Six months ended June 30, 2007	1.98

The following table sets forth the high and low buying rates for pounds sterling expressed in US dollars per pound sterling for each of the previous six months:

Month	High	Low
April 2007	2.01	1.96
May 2007	2.00	1.97
June 2007	2.01	1.97
July 2007	2.06	2.01
August 2007	2.04	1.98
September 2007	2.04	1.99

On October 10, 2007, the latest practicable date for this filing, the noon buying rate was £1.00 = $2.04.

FORWARD-LOOKING STATEMENTS

This report 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, economic and business conditions in the countries in which Prudential operates, 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; the impact of changes in capital, solvency or accounting standards, tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate, and the impact of legal actions and disputes. 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 report or any other forward-looking statements it may make.

OPERATING AND FINANCIAL REVIEW

The following discussion and analysis should be read in conjunction with Prudential's unaudited condensed consolidated interim financial statements and the related notes to Prudential's unaudited condensed consolidated interim financial statements for the period ended June 30, 2007 included in this document. Prudential's unaudited condensed consolidated interim financial statements have been prepared in accordance with IFRS, which differs in certain material respects from US GAAP. For a summary of the material differences between IFRS and US GAAP relevant to Prudential's financial statements, see Notes K and L to Prudential's unaudited condensed consolidated interim financial statements. A summary of the critical accounting policies which have been applied to these statements is set forth in the section below entitled " IFRS Critical Accounting Policies".

The results discussed below are not necessarily indicative of the results to be expected in any future periods. This discussion contains forward-looking statements based on current expectations, which involve risks and uncertainties. Actual results and the timing of certain events may differ significantly from those projected in these forward-looking statements due to a number of factors.

Introduction

In the first half of 2007, Prudential continued to provide a broad range of financial products and services, primarily to the retail market. Prudential's principal operations continue to be in the United Kingdom, the United States and Asia. The accounting policies applied in Prudential's unaudited IFRS condensed consolidated interim financial statements for the period ended June 30, 2007 are the same as those previously applied in Prudential's consolidated financial statements for the year ended December 31, 2006.

IFRS Critical Accounting Policies

Prudential's discussion and analysis of its financial condition and results of operations are based upon Prudential's unaudited condensed consolidated interim financial statements, which have been prepared in accordance with IFRS adopted for use in the EU. Were the Group to apply IFRS as published by the IASB, as opposed to EU adopted IFRS, no additional adjustments would be required.

The preparation of these financial statements requires Prudential to make estimates and judgments that affect the reported amounts of assets, liabilities, revenues and expenses and related disclosure of contingent assets and liabilities. On an on-going basis, Prudential evaluates its estimates, including those related to long-term business provisioning, the fair value of assets and the declaration of bonus rates. Prudential bases its estimates on historical experience and on various other assumptions that are believed to be reasonable under the circumstances, the results of which form the basis for making judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates under different assumptions or conditions.

Critical accounting policies are defined as those that are reflective of significant judgments and uncertainties, and potentially give rise to materially different results under different assumptions and conditions. Prudential believes that its critical accounting policies are limited to those described below. For further details see "US GAAP Analysis US GAAP Critical Accounting Policies" below.

The critical accounting policies in respect of the items discussed below are critical for the Group's results insofar as they relate to the Group's shareholder-backed business, in particular for Jackson National Life Insurance Company (Jackson), the Group's principal subsidiary in the United States. The policies are not critical in respect of the Group's with-profits business. Accordingly, explanation is provided in this section as to the relevance of the distinction between with-profits business and shareholder-backed business.

In order to provide relevant analysis that is appropriate to the circumstances applicable to the Group's businesses, the explanations refer to types of business, fund structure, the relationship between asset and policyholder liability measurement, and the differences in the method of accounting permitted under IFRS 4 for accounting for insurance contract assets, policyholder liabilities and unallocated surplus of the Group's with-profits funds. The policies and key assumptions described below are relevant to the reporting periods covered by this filing. Quantitative analysis is provided by reference to previously published information for the year ended December 31, 2006 and as at December 31, 2006. Explanation of the effect of changes of estimates, and of reasonably likely changes in the key assumptions underlying the accounting estimates applied for the full year 2007 results, will be provided in the 2007 Form 20-F.

Investments

Determining the fair value of unquoted investments

The Group holds financial investments which are not quoted on active markets. Their fair values are determined in full or in part by using valuation techniques. If the market for a financial investment of the Group is not active, the Group establishes fair value by using quotations from independent third parties, such as brokers, or using valuation techniques. The fair values of investments valued using a valuation technique at December 31, 2006 were £4,548 million. The valuation techniques include the use of recent arm's length transactions, reference to instruments that are substantially the same, discounted cash flow analysis, option-adjusted spread models and enterprise valuation and may include a number of assumptions relating to variables such as credit risk and interest rates. Changes in assumptions relating to these variables could positively or negatively impact the reported fair value of these instruments.

The impact of changed values on the results depends on whether the instruments are held by with-profits or shareholder-backed operations of the Group.

Of the financial investments that were not quoted on active markets, assets with a fair value at December 31, 2006 of £3,959 million were held by UK operations. £3,563 million of this amount related to assets held by with-profits operations and £396 million related to assets held by the shareholder-backed UK annuity subsidiary, Prudential Retirement Income Limited (PRIL).

The majority of these assets are private debt securities such as private placements, project finance, asset securitizations and local authority securities. The securities are mainly long-dated and not regularly traded and are valued internally using market standard practices. These practices mainly use matrix pricing, which is based on assessing the credit quality of the underlying borrower to derive a suitable discount rate relative to government securities.

In accordance with the Group's Risk Management Framework, all internally generated calculations are subject to independent assessment by the Group's Fair Value Committees which comprise members who are independent of the fund managers involved in the day-to-day trading of these assets. Changing any one of the underlying assumptions within a reasonable range used in determining the fair value would not have a significant impact on the value of the assets.

The total amount of the change in fair value estimation using valuation techniques, including valuation techniques based on assumptions not wholly supported by observable market prices or rates, recognized in the profit and loss account in the year ended December 31, 2006 was a loss of £63 million for the with-profits fund investments. Changes in values of assets of the with-profits funds are reflected in policyholder liabilities and unallocated surplus. Due to the liability accounting treatment of unallocated surplus, changes in values of securities held by with-profits funds have no direct effect on the profit or loss or shareholders' equity.

The total amount of the change in fair value estimation using valuation techniques, including those based on assumptions not wholly supported by observable market prices or rates, recognized in the profit and loss account in the year ended December 31, 2006 and which was attributable to shareholders, was a loss of £12 million for the PRIL investments.

The other financial investments which were not quoted on active markets were assets held by Jackson that had a fair value of £589 million at December 31, 2006.

The US operations of Prudential had two groups of assets which were valued using valuation techniques derivatives that are accounted for under IAS 39 on a fair value through profit and loss basis and securities held by the Piedmont trust entity, an 80 per cent Jackson held static trust formed as a result of a securitization of asset-backed securities in 2003 that are accounted for on an available-for-sale basis. As at December 31, 2006, the fair value of the derivative assets and Piedmont assets valued using valuation techniques was £184 million and £405 million, respectively.

The majority of the factors entering into the valuation of the derivatives are readily observable in the market and, therefore, are not subject to interpretation in the model. The most significant non-observable factor is the level of implied volatility assumed in the valuation. However, changing the implied volatility within a reasonable range would not have a significant impact on the fair value of the derivatives.

Significant estimates and judgments are also employed in valuing certain asset-backed and mortgage-backed securities held by the Piedmont trust entity. These valuations may impact reported shareholder profit and loss amounts through the determination of impairment and recovery amounts. While management believes that the estimates and assumptions employed in developing the fair value estimates are reasonable and present management's best estimate of such values, a reasonable range of values exists with respect to most assumptions utilized in determining these values. As a result of the potentially significant variability in the estimates of the assumptions used in these models, the range of reasonable estimates of the fair value of these securities is significant.

Management has obtained broker bids on these securities that represent the value at which the Group could sell the investments, if forced. These bids are not based on full knowledge and hence analysis of the investments, but represent the best estimate of the worst case market valuation of these securities. The broker bids for these securities at December 31, 2006 totaled £372 million, a difference of £33 million from the carrying value of £405 million.

Determining impairments relating to financial assets

Available-for-sale securities

Financial investments carried on an available-for-sale basis are represented by Jackson's and, prior to the sale of Egg in the first half of 2007, Egg's debt securities portfolio. These are considered to be impaired if there has been a significant or prolonged period of decline in fair value below its amortized cost or if there is objective evidence of impairment. The consideration of this requires management's judgment. Among the factors considered is whether the decline in fair value results from a change in quality of the security itself, or from a downward movement in the market as a whole and the likelihood of recovering the carrying value based on the current and short-term prospects of the issuer. Unrealized losses that are considered to be primarily the result of market conditions, such as increasing interest rates, unusual market volatility, or industry-related events, and where the Group also believes there is a reasonable expectation for recovery and, furthermore, it has the intent and ability to hold the investment until maturity or the market recovers, are usually determined to be temporary. Prudential's review of fair value involves several criteria including economic conditions, credit loss experience, other issuer-specific developments and future cash flows. These assessments are based on the best available information at the time. Factors such as market liquidity, the widening of bid/ask spreads and a change in cash flow assumptions can contribute to future price volatility. If actual experience differs negatively from the assumptions and other considerations used in the consolidated financial statements, unrealized losses currently in equity may be recognized in the income statement in future periods.

In the year ended December 31, 2006, impairment losses recognized on available-for-sale securities amounted to £24 million. Of this amount, 76 per cent had been recorded on structured asset-backed securities, primarily due to reduced cash flow expectations on such securities that are collateralized by diversified pools of primarily below investment grade securities. 22 per cent of the losses related to the impairment of fixed maturity securities of two individual corporate issuers, reflecting deteriorating business outlook of the companies concerned.

In the year ended December 31, 2006, the Group realized gross losses on sales of available-for-sale securities of £58 million. 30 per cent of these losses related to the disposal of fixed maturity securities of six individual issuers, which were disposed of to rebalance the portfolio in the US operations.

The effect of those reasonably likely changes in the key assumptions underlying the estimates that underpin the assessment of whether impairment has taken place depends on a number of factors. A key indicator of whether such impairment may arise in future, and the potential amounts at risk, is the profile of gross unrealized losses for fixed maturity and equity securities accounted for on an available-for-sale basis by reference to the time periods by which the securities have been held continuously in an unrealized loss position and by reference to the maturity date of the securities concerned.

For the year ended December 31, 2006, the difference between the carrying value and book cost of equity securities in gross unrealized loss position was £(1) million. The following table shows the amounts of gross unrealized losses for fixed maturity securities classified as available-for-sale under IFRS in an unrealized loss position for the time periods indicated as at December 31, 2006.

2006	**Not rated**	**Non-investment grade**	**Investment grade**	**Total**
	£m	**£m**	**£m**	**£m**
Less than 6 months	(1)	(1)	(14)	(16)
6 months to 1 year	(3)	(1)	(10)	(14)
1 year to 2 years	(24)	(10)	(135)	(169)
2 years to 3 years	(5)	0	(9)	(14)
3 years to 4 years	(5)	0	(35)	(40)
4 years to 5 years	0	0	0	0
5 years to 6 years	(2)	(1)	0	(3)
	(40)	(13)	(203)	(256)

The following table shows the amount of gross unrealized losses for fixed maturity securities classified as available-for-sale under IFRS in an unrealized loss position by maturity date of the securities as at December 31, 2006.

	2006
	£m
Less than 1 year	(1)
1 to 5 years	(29)
5 to 10 years	(113)
More than 10 years	(51)
Mortgage-backed securities and other debt securities	(62)
Total	(256)

Assets held at amortized cost

Loans and receivables are carried at amortized cost using the effective interest rate method. The loans and receivables include loans collateralized by mortgages, deposits and loans to policyholders. For these assets, the Group measures the amount of any impairment loss by comparing the carrying amount of the asset with the present value of its estimated future cash flows.

In estimating future cash flows, the Group looks at the expected cash flows of the assets and applies historical loss experience of assets with similar credit risks that has been adjusted for conditions in the historical loss experience which no longer exist, or for conditions that are expected to arise. The estimated future cash flows are discounted using the financial asset's original or variable effective interest rate and exclude credit losses that have not yet been incurred.

The risks inherent in reviewing the impairment of any investment include the risk that market results may differ from expectations; facts and circumstances may change in the future and differ from estimates and assumptions; or the Group may later decide to sell the security as a result of changed circumstances.

The principal holdings of loans and receivables where credit risk was of particular significance were loans and advances to customers held by Egg. Egg was sold in the first half of 2007.

Life Assurance contracts

Product classification

IFRS 4 "Insurance Contracts" requires contracts written by insurers to be classified as either "insurance contracts" or "investment contracts" depending on the level of insurance risk transferred. If significant insurance risk is transferred by the contract then it is classified as an insurance contract. Contracts that transfer financial risk but not significant insurance risk are termed investment contracts. Furthermore, some contracts, both insurance and investment, contain discretionary participation features representing the contractual right to receive additional benefits as a supplement to guaranteed benefits:

(a) that are likely to be a significant portion of the total contractual benefits;

(b) whose amount or timing is contractually at the discretion of the insurer; and

(c) that are contractually based on asset or fund performance, as discussed in IFRS 4.

Accordingly, insurers must perform a product classification exercise across their portfolio of contracts issued to determine the allocation to these various categories. IFRS 4 permits the continued usage of previously applied GAAP for insurance contracts and investment contracts with discretionary participating features. Except for UK regulated with-profits funds, as described subsequently, this basis has been applied by the Company.

For investment contracts that do not contain discretionary participating features, IAS 39 and, where the contract includes an investment management element, IAS 18, apply measurement principles to assets and liabilities attaching to the contract that may diverge from those previously applied. The principal lines of business for which measurement changes arose on adoption of IFRS are certain unit-linked savings and similar contracts in the United Kingdom.

Valuation assumptions

(i) Contracts of with-profits funds

The Group's insurance contracts and investment contracts with discretionary participating features are primarily with-profits and other protection type policies. For UK regulated with-profits funds, the contract liabilities are valued by reference to the UK Financial Services Authority (FSA) realistic basis. In aggregate this basis has the effect of placing a value on the liabilities of UK with-profits contracts, which reflects the amounts expected to be paid based on the current value of investments held by the with-profits funds and current circumstances.

The basis of determining liabilities for the Group's with-profits business has little or no effect on the results attributable to shareholders. This is because movements on liabilities of the with-profits funds are absorbed by the unallocated surplus. The unallocated surplus represents the excess of assets over liabilities that have yet to be appropriated between policyholders and shareholders. Except through indirect effects, or in remote circumstances as described below, changes to liability assumptions are therefore reflected in the carrying value of the unallocated surplus rather than shareholders' equity.

Key elements of the value placed on the liabilities are that:

(a) The component for the with-profits benefit reserve is based on retrospective calculation of documented asset shares. Asset shares are calculated as the accumulation of all items of income and outgo that are relevant to each policy type; and

(b) The component for future policyholder related liabilities includes a market consistent valuation of costs and guarantees, options and smoothing determined using either a stochastic approach, hedging costs or a series of deterministic projections with attributed probabilities.

The Group's other with-profits contracts are written in with-profits funds that operate in some of the Group's Asian operations. The liabilities for these contracts and those of Prudential Annuities Limited, which is a subsidiary company of the Prudential Assurance Company (PAC) with-profits funds, are determined differently. For these contracts the liabilities are estimated using actuarial methods based on assumptions relating to premiums, interest rates, investment returns, expenses, mortality and surrenders. The assumptions to which the estimation of these reserves is particularly sensitive are the interest rate used to discount the provision and the assumed future mortality experience of policyholders.

For liabilities determined using the basis described above for UK regulated with-profits funds, and the other liabilities described in the preceding paragraph, changes in estimates arising from the likely range of possible changes in underlying key assumptions have no direct impact on the reported profit.

This lack of sensitivity reflects the with-profits fund structure, basis of distribution, and the application of previous GAAP to the unallocated surplus of with-profits funds as permitted by IFRS 4. Changes in liabilities of these contracts that are caused by altered estimates are absorbed by the unallocated surplus of the with-profits funds. As noted previously, the unallocated surplus is accounted for as a liability and thus, except in the remote circumstances where support for the funds by shareholders' funds was required, changes in its level do not directly affect shareholders' equity.

(ii) Other contracts

Contracts, other than those of with-profits funds, are written in shareholder-backed operations of the Group. The significant shareholder-backed product groupings and the factors that may significantly affect IFRS results due to experience against assumptions or changes of assumptions vary significantly between business units. For some types of business the effect of changes in assumptions may be significant, whilst for others, due to the nature of the product, assumption setting may be of less significance. The nature of the products and the significance of assumptions are discussed below. From the perspective of shareholders' results, the key sensitivity relates to assumed future investment returns for the Taiwan life operation.

UK insurance operations

The types of products written by UK shareholder-backed insurance operations are for annuity, non-profit unit-linked and other non-participating business.

The most significant business for which changes in assumptions may affect results is the shareholder-backed annuity business. As the assets and liabilities of this type of business are closely matched by duration, liabilities are determined using a valuation rate of interest that is sensitive to current market conditions. Accordingly, the profits are not particularly sensitive to interest rate movements. Profits from shareholder-backed annuity business are most sensitive to:

- the extent to which the duration of the assets held closely matches the expected duration of the liabilities under the contracts. Assuming close matching, the impact of short-term asset value movements as a result of interest rate movements will broadly offset changes in the value of liabilities caused by movements in valuation rates of interest;
- actual versus expected default rates on assets held;
- the difference between long-term rates of return on corporate bonds and risk-free rates;
- the variance between actual and expected mortality experience;
- the extent to which expected future mortality experience gives rise to changes in the measurement of liabilities; and
- changes in renewal expense levels.

For the year ended December 31, 2006, a decrease in assumed mortality rates of one per cent would decrease gross profits by approximately £34 million. A decrease in credit default assumptions of five basis points would increase gross profits by £64 million. A decrease in renewal expenses (excluding investment management expenses) of five per cent would increase gross profits by £14 million. The effect on profits would be approximately symmetrical for changes in assumptions that are directionally opposite to those explained above.

Jackson

Jackson offers individual fixed annuities, fixed index annuities, immediate annuities, variable annuities, individual and variable life insurance and institutional products. With the exception of institutional products and an incidental amount of business for annuity certain contracts, which are accounted for as investment contracts under IAS 39, all of Jackson life assurance contracts are accounted for under IFRS 4 as insurance contracts by applying US GAAP, the previous GAAP used before IFRS adoption. Under US GAAP the requirements of SFAS 60 "Accounting and Reporting for Insurance Enterprises" and SFAS 97 "Accounting and Reporting by Insurance Enterprises for certain Long-Duration Contracts and for Realized Gains and Losses from the Sale of Investments" apply to these contracts. The accounting requirements under these standards and the effect of changes in valuation assumptions are considered below for fixed annuity, variable annuity and traditional life insurance contracts.

Fixed annuity contracts, which are treated as investment contracts under US GAAP terminology, are accounted for by applying in the first instance a retrospective deposit method to determine the liability for policyholder benefits. This is then augmented by potentially three additional amounts, namely deferred income, any amounts previously assessed against policyholders that are refundable on termination of the contract, and any premium deficiency, i.e., any probable future loss on the contract. These types of contracts contain considerable interest rate guarantee features. Notwithstanding the accompanying market risk exposure, except in the circumstances of interest rate scenarios where the guarantee rates included in contract terms are higher than crediting rates that can be supported from assets held to cover liabilities, the accounting measurement of Jackson's fixed annuity products is not generally sensitive to interest rate risk. This position derives from the nature of the products and the US GAAP basis of measurement.

Variable annuity contracts written by Jackson may provide for guaranteed minimum death, income, or withdrawal features. In general terms, liabilities for these benefits are accounted for under US GAAP by using estimates of future benefits and fees under best estimate assumptions. For the variable annuity business, the key assumption is the expected long-term level of equity market returns which for the year ended December 31, 2006 was 8.4 per cent per annum determined using a mean reversion methodology. Likely changes to this percentage return are not expected to be significant.

These returns affect the level of future expected profits through their effects on the fee income with consequential impact on the amortization of deferred acquisition costs as described below and the required level of provision for guaranteed minimum death benefit claims.

For traditional life insurance contracts, provisions for future policy benefits are determined under SFAS 60 using the net level premium method and assumptions as of the issue date as to mortality, interest, policy lapses and expenses plus provisions for adverse deviation.

Except to the extent of mortality experience, which primarily affects profits through variations in claim payments and the guaranteed minimum death benefit reserves, the profits of Jackson are relatively insensitive to changes in insurance risk.

Asian operations

The insurance products written in the Group's Asian operations principally cover with-profits business, unit-linked business, and other non-participating business. The results of with-profits business are relatively insensitive to changes in estimates and assumptions that affect the measurement of policyholder liabilities. As for the UK business, this feature arises because unallocated surplus is accounted for by the Group as a liability. The results of Asian unit-linked business are also relatively insensitive to changes in estimates or assumptions.

The principal non-participating business in the Group's Asian operations, for which changes in estimates and assumptions are important from year to year, is the traditional whole-life business written in Taiwan. The premiums for the in-force business for these contracts have been set by the regulator at different points for the industry as a whole. Premium rates were set to give a guaranteed minimum sum assured on death and a guaranteed surrender value on early surrender based on prevailing interest rates at the time of policy issue. Premium rates also included an allowance for mortality and expenses. The required rates of guarantee have fallen over time as interest rates have reduced from a high of eight per cent to levels at December 31, 2006 of around two per cent. The current bond rates in Taiwan gives rise to a negative spread against the majority of these policies. At December 31, 2006, the cash costs of funding in-force negative spread in Taiwan is around £40 million a year.

The profits and recoverability of deferred acquisition costs (DAC) in Taiwan are dependent on the rates of return earned and assumed to be earned on the assets held to cover liabilities and on future investment income and contract cash flows for traditional whole of life policies. Under IFRS, the insurance contract liabilities of the Taiwan business are determined on the US GAAP basis as applied previously under UK GAAP. Under this basis the policy liabilities are calculated on sets of assumptions, which are locked-in at the point of policy inception, and a deferred acquisition cost is held in the balance sheet.

The adequacy of the insurance contract liabilities is tested by reference to best estimates of expected investment returns on policy cash flows and reinvested income. The assumed earned rates are used to discount the future cash flows. The assumed earned rates consist of a long-term best estimate determined by consideration of long-term market conditions, and rates assumed to be earned in the trending in period. At December 31, 2006, it has been assumed that the longer-term bond rate will be attained by December 31, 2013.

No write-off of DAC was required in half year 2007 and 2006. At the 2006 year end it was estimated that if interest rates were to remain at then current levels in 2007 the premium reserve, net of DAC, would be broadly sufficient and that if interest rates were to remain at then current levels in 2008 then some level of write-off of DAC may be necessary. Indicatively the possible 2008 write-off was estimated as being in the range of £70-90 million. In the first half of 2007 bond yields increased by 0.5 per cent. With this effect and increases in the value of business in force in the six month period the outlook on recoverability has significantly improved. At June 30, 2007, if interest rates were to remain at current levels until the end of 2008, the premium reserve net of DAC would be at a level such that the likelihood of a need for a write-off of DAC in 2008 would be significantly reduced. The position in future remains sensitive to the above mentioned variables.

Whole of life contracts with floor levels of policyholder benefits that accrue at rates set at inception are also written in the Korean life operations, though to a much less significant extent than in Taiwan. The business is much less sensitive to returns than Taiwan with the higher proportion of linked and health business.

The other area of note in respect of guarantees is the Japanese business where pricing rates are higher than current bond yields. Lapse risk is a feature in that policyholders could potentially surrender their policies on guaranteed terms if interest rates significantly increased leaving the potential for losses if bond values had depreciated significantly. However, the business is matched to a relatively short realistic liability duration.

For the Korean and Japanese life business exposures described above, the results are comparatively unaffected by changes of assumption. The accounts basis value of liabilities for both operations are of a similar order of magnitude to those that apply for the purposes of Group solvency calculations under the Financial Conglomerate Directive.

Deferred acquisition costs

Significant costs are incurred in connection with acquiring new insurance business. Except for acquisition costs of with-profits contracts of the UK regulated with-profits funds, which are accounted for under the realistic FSA regime, these costs, which vary with, and are primarily related to, the production of new business, are capitalized and amortized against margins in future revenues on the related insurance policies. The recoverability of the asset is measured and the asset is deemed impaired if the projected future margins are less than the carrying value of the asset. To the extent that the future margins differ from those anticipated, then an adjustment to the carrying value of the deferred acquisition cost asset will be necessary.

The deferral and amortization of acquisition costs is of most relevance to the Group's results for shareholder-financed long-term business of Jackson and Asian operations. The majority of the UK shareholder-backed operations is for individual and group annuity business where the incidence of acquisition costs is negligible.

Jackson

For term business, acquisition costs are deferred and amortized in line with expected premiums. For annuity business, acquisition costs are deferred and amortized in line with expected gross profits on the relevant contracts. For interest-sensitive business, the key assumption is the long-term spread between the earned rate and the rate credited to policyholders, which is based on the annual spread analysis. In addition, expected gross profits depend on mortality assumptions, assumed unit costs and terminations other than deaths (including the related charges), all of which are based on a combination of actual experience of the Jackson companies, industry experience and future expectations. A detailed analysis of actual experience is measured by the internally developed mortality studies.

For variable annuity business, as described above, the key assumption is the expected long-term level of equity market returns, which for the year ended December 31, 2006, was 8.4 per cent per annum determined using a mean reversion methodology.

The effects of reasonably likely changes in the key assumptions underlying the estimates that affect the amortization of DAC for Jackson are not individually or collectively material.

Asian operations

The key shareholder-backed Asian operation is the Taiwan life business. There was no write-off of DAC made in 2006.

The sensitivity of the results for this operation, including the potential effect on write-offs of deferred acquisition costs, is significant and is described above.

Pensions

The Group applies the requirements of IAS 19, "Employee Benefits" to its defined benefit pension schemes. Due to the inclusion of actuarial gains and losses in the income statement rather than being recognized directly in equity, the results of the Group are affected by changes in interest rates for corporate bonds that affect the rate applied to discount projected pension payments and changes in mortality assumptions.

The economic participation in the surplus or deficits attaching to the main Prudential Staff Pension Scheme (PSPS) and the smaller Scottish Amicable Pension Scheme (SAPS) are shared between the PAC with-profits sub-fund (WPSF) and shareholder operations. The economic interest reflects the source of contributions over the scheme life, which in turn reflects the activity of the members during their employment.

In the case of PSPS, movements in the apportionment of the surplus or deficit for PSPS between the WPSF and shareholders' funds in the year ended 2006 reflects the 70/30 ratio application to movements in the carrying value of assets and liabilities at December 31, 2005 but with service cost and contributions for ongoing service apportioned by reference to the cost allocation for activity of current employees.

For SAPS the ratio is estimated to be 50/50 between the WPSF and shareholders' funds.

The table below shows the sensitivity of the PSPS liabilities of £4,607 million at December 31, 2006 to changes in discount rates, inflation rates and mortality assumptions.

Assumption	**Change in assumption**	**Impact on scheme liabilities on IAS 19 basis**
Discount rate	Decrease by 0.2% from 5.2% to 5.0%	Increase scheme liabilities by 3.6%
Discount rate	Increase by 0.2% from 5.2% to 5.4%	Decrease scheme liabilities by 3.4%
Rate of inflation	Decrease by 0.2% from 3.0% to 2.8%	Decrease scheme liabilities by 1.3% with consequent reduction in salary increases
Mortality rates	Reduce rates from 100% of table to 95%	Increase liabilities by 1.2%

Deferred tax

Deferred tax assets are recognized to the extent that they are regarded as recoverable, that is to the extent that, on the basis of all the available evidence, it can be regarded as more likely than not that there will be suitable taxable profits against which the losses can be relieved. The UK taxation regime applies separate rules to trading and capital profits and losses. The distinction between temporary differences that arise from items of either a capital or trading nature may affect the recognition of deferred tax assets.

Goodwill

Goodwill impairment testing requires the exercise of judgment by management as to prospective future cash flows.

Other features of IFRS accounting that are of particular significance to an understanding of Prudential's IFRS results

The other features that are of significance relate to the timing of adoption of certain IFRS standards and their consequential impact upon the financial statements; the accounting for UK with-profits funds; and the presentation of certain items in the financial statements.

Insurance contract accounting

With the exception of investment contracts without discretionary participation features, the Group's life assurance contracts are classified as insurance contracts and investment contracts with discretionary participating features. As permitted by IFRS 4, assets and liabilities of these contracts (see below) are accounted for under previously applied GAAP. Accordingly, except as described below, the modified statutory basis (MSB) of reporting as set out in the revised Statement of Recommended Practice (SORP) issued by the ABI in November 2003 has been applied.

From January 1, 2005 the Group has chosen to improve its accounting for UK regulated with-profits funds by the voluntary application of the UK accounting standard FRS 27, "Life Assurance". Under this standard, the main accounting changes that were required for UK with-profits funds were:

- derecognition of deferred acquisition costs and related deferred tax; and
- replacement of MSB liabilities with adjusted realistic basis liabilities.

The primary effect of these changes was to fundamentally alter the basis of accounting and carrying value of deferred acquisition costs and the reported level of unallocated surplus of with-profits funds from January 1, 2005.

Under IFRS, unallocated surplus represents the excess of assets over policyholder liabilities for the Group's with-profits funds and the Group has opted to account for it wholly as a liability with no allocation to equity. This treatment reflects the fact that shareholders' participation in the cost of bonuses arises only on distribution. As a consequence of this accounting treatment, shareholder profits on with-profits business continue to reflect the one-ninth cost of declared bonus.

For Jackson, applying the MSB as applicable to overseas operations, the assets and liabilities of insurance contracts are accounted for under insurance accounting prescribed by US GAAP. For Asian operations the local GAAP is applied with adjustments, where necessary, to comply with IFRS. For Asian operations in countries where local GAAP is not well established and in which the business written is primarily non-participating business, US GAAP is used as the most appropriate proxy to local GAAP.

The usage of these bases of accounting has varying effects on the way in which product options and guarantees are measured. For UK regulated with-profits funds, options and guarantees are valued on a market consistent basis. For other operations a market consistent basis is not applied.

Valuation and accounting presentation of fair value movements of derivatives and debt securities of Jackson

Under IAS 39, derivatives are required to be carried at fair value. Unless hedge accounting is applied, value movements on derivatives are recognized in the income statement.

For derivative instruments of Jackson, the Group has considered at length whether it is appropriate to undertake the necessary operational changes to qualify for hedge accounting so as to achieve matching of value movements in hedging instruments and hedged items in the performance statements. In reaching the decision a number of factors were particularly relevant. These were:

- IAS 39 hedging criteria has been designed primarily in the context of hedging and hedging instruments that are assessable as financial instruments that are either stand-alone or separable from host contracts, rather than, for example, duration characteristics of insurance contracts;

- the high hurdle levels under IAS 39 of ensuring hedge effectiveness at the level of individual hedge transactions for specific transactions;

- the difficulties in applying the macro hedge provisions under IAS 39 (which are more suited to banking arrangements) to Jackson's derivative book;

- the complexity of asset and liability matching of US life insurers such as those with Jackson's product range; and finally

- whether it is possible or desirable, without an unacceptable level of costs and restraint on commercial activity, to achieve the accounting hedge effectiveness required under IAS 39.

In this regard, the issues surrounding the IAS 39 application are very similar to those considered by other US life insurers when the US financial reporting standard FAS 133 was first applied for US GAAP reporting. Taking account of these considerations the Group has decided that, except for certain minor categories of derivatives, it is not appropriate to seek to achieve hedge accounting under IAS 39 by completely reconfiguring the structure of Jackson's derivative book. As a result of this decision, the total income statement results are more volatile as the movements in the value of Jackson's derivatives are reflected within it.

Under IAS 39, unless carried at amortized cost (subject to impairment provisions where appropriate) under the held-to-maturity category, debt securities are also carried at fair value. The Group has chosen not to classify any financial assets as held-to-maturity. Debt securities of Jackson are designated as available-for-sale with value movements being recorded as movements within shareholders' equity.

Accounting for with-profits business

For with-profits business (including non-participating business of Prudential Annuities Limited which is owned by the PAC with-profits fund), adjustments to liabilities and any related tax effects are recognized in the income statement. However, except for any impact on the annual declaration of bonuses, shareholder profits for with-profits business and shareholders' funds would not be affected by adjustments to liabilities. This is because the income statements solely reflect one-ninth of the cost of bonuses declared for with-profits policies for the year.

Adjustments to the long-term business provision for the PAC with-profits fund would normally reflect changes that have also been reflected in the annual regulatory returns submitted to the FSA. Except to the extent of any second order effects on other elements of the regulatory returns, such changes can be expected to have a consequent effect on the excess of assets over liabilities of the fund for the purposes of solvency calculations, and the related free asset ratio which is an indicator of the overall financial strength of the fund. Similar principles apply to the Group's Asian with-profits business.

Profits Recognition

As outlined in " Analysis by Business Segment and Geographic Region United Kingdom Basis of Profits" below, Prudential's results include an annual profit distribution to shareholders from long-term with-profits funds that represents an amount of up to one-ninth of the value of that year's bonus declarations to policyholders. The distribution corresponds directly to the post-tax basis profit for with-profits business. The boards of directors of the subsidiary companies that have with-profits operations, using actuarial advice, determine the amount of annual and final bonuses to be declared each year on each group of contracts.

Unallocated surplus

As discussed above, the unallocated surplus represents the excess of assets over policyholder liabilities of the Group's with-profits funds. The annual excess or shortfall of income over expenditure of the with-profits funds after declaration and attribution of the cost of bonuses to policyholders and shareholders is transferred to, or from, the unallocated surplus through a charge or credit to the income statement. The balance is determined after full provision for deferred tax on unrealized appreciation of investments.

Changes to the level of the unallocated surplus do not directly impact shareholders' results or funds. After allowing for differences in the basis of preparation of the financial statements and UK regulatory returns, movements in the level of the unallocated surplus are broadly indicative of movements in the excess of regulatory basis assets over liabilities of the fund. In turn, movements in this excess as a proportion of liabilities are indicative of changes in the financial strength of the fund. Differences in the basis of preparation of financial statements and UK regulatory returns arise principally from the treatment of certain regulatory basis liabilities, such as mismatching reserves (that are accounted for as reserves within the unallocated surplus), recognition of deferred acquisition costs in the financial statements, and asset valuation differences and admissibility deductions reflected in the regulatory returns.

Fair Value of Assets

Changes in the fair value of assets of Prudential's long-term with-profits funds will primarily be reflected in the excess of assets over liabilities recorded as the unallocated surplus. Shareholders' profits from with-profits business and shareholders' funds are not directly impacted by movements in the fair values of the assets. However, current investment performance is a factor that is taken into account in the setting of the annual declaration of bonuses which, in turn, affects UK shareholder profits to the extent of one-ninth of the cost of bonus.

Changes in the fair value of assets of unit-linked (separate account) funds are normally accompanied by a matching change in unit-linked business liabilities that is also recognized in the income statement.

Investment Returns

For with-profits business, investment returns together with other income and expenditure are recorded within the income statement. However, the difference between net income of the fund and the cost of bonuses and related statutory transfers is reflected in an amount transferred to or from the unallocated surplus within the income statement. Except to the extent of current investment returns being taken into account in the setting of bonus policy, the investment returns of with-profits fund in a particular year do not affect shareholder profits or with-profits funds.

Presentation of results before tax

The total tax charge for the Group reflects tax that in addition to relating to shareholders' profits is also attributable to policyholders and unallocated surplus of with-profits funds and unit-linked policies. However, pre-tax profits are determined after transfers to or from unallocated surplus of with-profits funds. These transfers are in turn determined after taking account of tax borne by with-profits funds. Consequently reported profit before the total tax charge is not representative of pre-tax profits attributable to shareholders. In order to provide a measure of pre-tax profits attributable to shareholders the Group has chosen to adopt an income statement presentation of the tax charge and pre-tax results that delineates between policyholder and shareholder components.

Overview of Consolidated Results

The following table shows Prudential's IFRS consolidated total profit for the periods indicated.

	Six Months Ended June 30,	
	2007	2006
	(In £ Millions)	
Total revenue, net of reinsurance	**17,247**	14,016
Total charges	**(16,521)**	(13,117)
Profit before tax*	**726**	899
Tax attributable to policyholders' returns	**2**	(162)
Profit before tax attributable to shareholders	**728**	737
Tax expense	**(251)**	(415)
Less: tax attributable to policyholders' returns	**(2)**	162
Tax attributable to shareholders' profits	**(253)**	(253)
Profit from continuing operations after tax	**475**	484
Discontinued operations (net of tax)	**241**	(34)
Profit for the period	**716**	450

* Profit before tax represents income net of post-tax transfers to unallocated surplus of with-profits funds, before tax attributable to policyholders and unallocated surplus of with-profits funds, unit-linked policies and shareholders' profits.

Basis of preparation of overview

Under IFRS, the pre-tax GAAP measure of profits is profit before policyholder and shareholder taxes. This measure is not relevant for reflecting pre-tax results attributable to shareholders for two reasons. First, this profit measure represents the aggregate of pre-tax results attributable to shareholders and a pre-tax amount attributable to policyholders. Second, the amount is determined after charging the transfer to the liability for unallocated surplus, which in turn is determined in part by policyholder taxes borne by the ring-fenced with-profits funds. It is noted that this circular feature is specific to with-profits funds in the UK, and other similarly structured overseas funds, and should be distinguished from other products, which are referred to as "with-profits" and the general accounting treatment of premium or other policy taxes.

Accordingly, Prudential has chosen to explain its consolidated results by reference to profits for the period, reflecting profit after tax for continuing and discontinued operations. In explaining movements in profit for the period, reference is made to trends in profit before shareholder tax and the shareholder tax charge.

Profit for the period

Profit for the first half of 2007 was £716 million compared with £450 million in the first half of 2006. This £266 million increase reflects a slight decrease in the profit from continuing operations after tax of £9 million, moving from £484 million to £475 million and an increase of £275 million in the net of tax result for discontinued operations, from a loss of £34 million to a profit of £241 million.

The £9 million decrease in profit from continuing operations after tax reflects the decline in profits before tax attributable to shareholders, which fell from £737 million in the first half of 2006 to £728 million in the first half of 2007, with the tax charge attributable to shareholders remaining consistent between the first half of 2006 and the first half of 2007 at £253 million.

The slight decline in the profit before tax attributable to shareholders primarily reflects a £103 million increase in underlying profits which has been offset by a £15 million decline in short-term value movements on financial instruments and £97 million reduction in the level of actuarial gains and losses on the Group's defined benefit pension schemes. The reduction in gains on the defined benefit pension schemes resulted from a decrease in the value of corporate and government bonds and a less significant increase in discount rates for the first half of 2007 against the comparative period.

The effective tax rate for the first half of 2007 was 35 per cent which compares with an effective tax rate of 34 per cent for the first half of 2006.

Discontinued operations in the first half of 2006 and 2007 relate entirely to the sale of Egg Banking plc, Prudential's UK banking business, on May 1, 2007.

Analysis by Business Segment and Geographic Region

The Group's reportable segments are based on the organizational structure used by management for making operating and investment decisions and for assessing performance. The Group's business segments are long-term business and broker dealer and fund management, whilst its geographical segments comprise the territories in which the Group conducts business, which are the United Kingdom, the United States and Asia. The Group sold Egg Banking plc, its UK banking business, in the first half of 2007.

The following table shows Prudential's IFRS consolidated total profit for the periods indicated split by business segment and geographic region. The accounting policies applied to the segments below are the same as those used in the Group's consolidated accounts.

Total profit for the period reflecting profit after tax for continuing and discontinued operations:

	Six Months Ended June 30, 2007			
	UK	**US**	**Asia**	**Total**
	(In £ Millions)			
Long-term business	**139**	**185**	**26**	**350**
Broker-dealer and fund management	**116**	**4**	**27**	**147**
Unallocated corporate	**(22)**			**(22)**
Total profit from continuing operations	**233**	**189**	**53**	**475**
Discontinued operations	**241**			**241**
Total profit for the period	**474**	**189**	**53**	**716**

	Six Months Ended June 30, 2006			
	UK	**US**	**Asia**	**Total**
	(In £ Millions)			
Long-term business	101	215	16	332
Broker-dealer and fund management	96	3	17	116
Unallocated corporate	36			36
Total profit from continuing operations	233	218	33	484
Discontinued operations	(34)			(34)

	Six Months Ended June 30, 2006			
Total profit for the period	199	218	33	450

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Profit from Long-term business operations

Total profit from long-term business in the first half of 2007 was £350 million compared to £332 million in the first half of 2006. All of the profits from long-term business in the first half of 2007 and 2006 were from continuing operations.

The increase in profit after tax for long-term business operations from continuing operations in the first half of 2007 reflects a 4 per cent increase in profit before shareholder tax, moving from £520 million in the first half of 2006 to £542 million in the first half of 2007, and a 3 per cent increase in the shareholder tax charge, from £188 million in the first half of 2006 to £192 million in the first half of 2007.

The increase in profit before tax attributable to shareholders of £22 million in the first half of 2007 compared to the first half of 2006 primarily reflects an increase in underlying profits of the long-term business and reduction of UK restructuring costs, partially offset by a lower level of short-term value increases on financial instruments.

The effective shareholder tax rate on profits from long-term business operations decreased from 36 per cent in the first half of 2006 to 35 per cent in the first half of 2007. The effective tax rates in 2007 were broadly in line with those expected except for some Asian operations where there is a restriction on the ability to recognize deferred tax assets on regulatory basis losses.

In order to understand how Prudential's results are derived it is necessary to understand how profit emerges from its business. This varies from region to region, primarily due to differences in the nature of the products and regulatory environment in which Prudential operates.

United Kingdom

Basis of profits

Prudential's results comprise an annual profit distribution to shareholders from its UK long-term with-profits fund, hereafter referred to as the with-profits fund, as well as profits from its other businesses. For most of Prudential's operations, other than its UK long-term insurance businesses, the IFRS basis of accounting matches items of income and related expenditure within the same accounting period. This is achieved through the deferral of acquisition costs and application of the accruals concept.

With-profits products

For Prudential's UK long-term insurance business, the primary annual contribution to shareholders' profit comes from its with-profits products. With-profits products are designed to provide policyholders with smoothed investment returns through a mix of annual and final bonuses. Shareholders' profit in respect of bonuses from with-profits products represents an amount of up to one-ninth of the value of that year's bonus declaration to policyholders. The smoothing inherent in the bonus declarations provides for relatively stable annual shareholders' profit from this business.

Bonus rates

The main factors that influence the determination of bonus rates are the return on the investments of the with-profits fund, the effect of inflation, taxation, the expenses of the fund chargeable to policyholders and the degree to which investment returns are smoothed. The overall rate of return earned on investments and the expectation of future investment returns are the most important influences on bonus rates. The assets backing the with-profits business are predominantly invested in equities and real estate. If the financial strength of the with-profits fund were adversely affected, then a higher proportion of fixed interest or similar assets might be held by the fund.

Unallocated surplus

Any annual excesses of premiums and investment returns over claim payments, operating expenses and the change in policyholder provisions within Prudential's with-profits fund that are not distributed in that year as bonuses and related shareholders' profit are transferred to the liability for unallocated surplus by a charge to the income statement of the with-profits fund. Any shortfall in such amounts would result in a transfer from the unallocated surplus by a credit to the income statement of the with-profits fund. Current year amounts in respect of premiums, investment returns, operating expenses and other charges or credits do not directly affect the distribution of profit to shareholders from the with-profits business in that year. Current year claims, which include final bonus payments, do have an effect on shareholders' profit through the shareholders' proportion of the value of those final bonuses.

Surplus assets and their use

The liability for unallocated surplus comprises amounts Prudential expects to pay to policyholders in the future, the related shareholder transfers and surplus assets. These surplus assets have accumulated over many years from a variety of sources and provide the with-profits fund with working capital. This working capital permits Prudential to invest a substantial portion of the assets of the with-profits fund in equity securities and real estate, smooth investment returns to with-profits policyholders, keep its products competitive, write new business without being constrained as to cash flows in the early policy years and demonstrate solvency.

In addition, Prudential can use surplus assets to absorb the costs of significant events, such as fundamental strategic change in its long-term business and, with the consent of the UK regulator, the cost of its pension mis-selling, without affecting the level of distributions to policyholders and shareholders. The costs of fundamental strategic change may include investment in new technology, redundancy and restructuring costs, cost overruns on new business and the funding of other appropriate long-term insurance related activities, including acquisitions.

The "SAIF" and "PAL" funds

Prudential's with-profits fund includes the Scottish Amicable Insurance Fund (SAIF) and the wholly-owned subsidiary, Prudential Annuities Limited (PAL). All assets of the SAIF business are solely attributable to former policyholders of Scottish Amicable Life Assurance Society (predating the acquisition of Scottish Amicable by Prudential in October 1997). Since PAL is a wholly owned subsidiary of the with-profits fund, profits from this business affect shareholders' profits only to the extent that they affect the annual with-profits bonus declaration and resultant transfer to shareholders.

Comparison of total profit arising from UK long-term business

Profit after tax from UK long-term business increased by £38 million from £101 million in the first half of 2006 to £139 million in the first half of 2007.

The increase in profits from continuing operations after tax reflects an increase in profit before shareholder tax from £152 million in the first half of 2006 to £204 million in the first half of 2007 partially offset by an increase in the shareholder tax charge from £51 million in the first half of 2006 to £65 million in the first half of 2007.

The increase in profit before tax attributable to shareholders of £52 million primarily reflects an increase in underlying profits of £46 million and a reduction in restructuring costs of £11 million partially offset by an adverse change in the short-term value movements on financial instruments of £5 million. The increase in the underlying profits was led by growth in profits attributable to the with-profits business, representing the continued strong investment performance of the life fund and its impact on terminal bonuses.

The effective shareholder tax rate on profits from continuing UK long-term business operations decreased from 34 per cent in the first half of 2006 to 32 per cent in the first half of 2007.

United States

Basis of profits

The profit on Jackson's business predominantly arises from spread income from interest-sensitive products, such as fixed annuities, institutional products and fee income on variable annuities. With the exception of institutional products and those term certain annuity products which do not contain significant insurance risk and which are classified as investment products under IAS 39, deposits into these products are recorded as premiums, withdrawals and surrenders and are included in benefits and claims, with the resulting net movement recorded under other reserve movements within benefits and claims. Benefits and claims also include interest credited to policyholders in respect of deposit products and fees charged on these policies. While the presentation of these items differs between IFRS and US GAAP, there is no net impact on total profits.

Comparison of total profit arising from US long-term business

Profit after tax from US long-term business decreased from £215 million in the first half of 2006 to £185 million in the first half of 2007. This decrease of £30 million reflects a decline in profit before shareholder tax from £323 million in the first half of 2006 to £278 million in the first half of 2007 and a decrease in the shareholder tax charge from £108 million to £93 million over the same periods.

Of the £45 million decline in the first half of 2007 profit before tax attributable to shareholders, £28 million is accounted for by the effect of a weakening of the US dollar, with £34 million due to a reduction in the positive short-term value movements in the financial instruments. These were partially offset by higher fee income from the variable annuity business.

Asia

Basis of profits

The assets and liabilities of contracts classified as insurance under IFRS 4 are determined in accordance with methods prescribed by local GAAP and adjusted to comply, where necessary, with UK GAAP. Under IFRS 4, subject to the conditions of that standard, the continued application of UK GAAP in this respect is permitted.

For Asian operations in countries where local GAAP is not well established and in which the business is primarily non-participating and linked business, US GAAP is used as the most appropriate reporting basis. Of the more significant Asia operations, this basis is applied in Taiwan, Japan and Vietnam. For with-profits business in Hong Kong, Singapore and Malaysia the basis of profit recognition is bonus driven.

Comparison of total profit arising from Asian long-term business

Profit after tax from Asian long-term business increased from £16 million in the first half of 2006 to £26 million in the first half of 2007. This £10 million increase largely reflects an increase in profit before shareholder tax from £45 million to £60 million and an increase in the shareholder tax charge from £29 million to £34 million over the same periods.

The increase in profit before tax attributable to shareholders of £15 million primarily reflects a favorable change in the short-term value movements on financial instruments reflected in the income statement, partially offset by a reduction in underlying profits due to increased losses in India and, to a lesser extent, China as the Group continues to invest in building branch networks, offsetting profits from the more established operations including a particularly strong result from Taiwan.

The effective shareholder tax rate decreased from 64 per cent in the first half of 2006 to 57 per cent in the first half of 2007. The effective tax rate is broadly in line with those expected except for some Asian operations where there is a restriction on the ability to recognize deferred tax assets on regulatory basis losses.

Profit from broker-dealer and fund management

Total profit from broker-dealer and fund management increased from £116 million in the first half of 2006 to £147 million in the first half of 2007. This increase results primarily from strong net investment in-flows and positive market conditions leading to an improvement in profit earned from M&G's UK and European operations, from £96 million in the first half of 2006 to £116 million in the first half of 2007, and the improvement in the profits of the Asian operations, from a profit of £17 million in the first half of 2006 to a profit of £27 million in the first half of 2007. US operations increased from a profit of £3 million in the first half of 2006 to a profit of £4 million in the first half of 2007.

The increase of £31 million in total profit largely reflects an increase of £44 million in profit before shareholder tax, from £159 million in the first half of 2006 to £203 million in the first half of 2007, and an increase in the tax charge of £13 million, from £43 million in the first half of 2006 to £56 million in the first half of 2007.

The increase in profit before shareholder tax reflects growth in underlying profits, as explained in the additional analysis of consolidated results, reflecting the basis used by management and reported externally to UK shareholders and the financial market, favorable changes in the short-term value increases of certain financial instruments less a reduction in actuarial gains attributable to the M&G defined benefit pension scheme.

Unallocated corporate

Total net of tax charges for unallocated corporate activity decreased by £58 million from a net gain of £36 million in the first half of 2006 to a net loss of £22 million in the first half of 2007. The change primarily reflects a £75 million before shareholder tax decrease from a net gain of £58 million in the first half of 2006 to a net loss of £17 million in the first half of 2007 offset by a decrease of £17 million in the tax charge, from £22 million in 2006 to £5 million in 2007.

The significant movement in before shareholder tax expenditure primarily results from a decrease of £80 million in actuarial gains and losses on the Group's defined benefit pension schemes reflecting a lower level of increase in the discount rate applied to projected pension payments in the first half of 2007 in comparison to the first half of 2006. Other before shareholder tax net expenditure decreased from £126 million in the first half of 2006 to £118 million in the first half of 2007 reflecting higher investment returns.

Profit from discontinued operations

On January 29, 2007, Prudential announced that it had entered into a binding agreement to sell Egg Banking plc (Egg), Prudential's UK banking business, to Citibank Overseas Investment Corporation, a subsidiary of Citigroup Inc (Citi). On May 1, 2007, Prudential completed the sale for consideration, net of expenses, of £527 million.

Basis of profits

The Group's discontinued operations relate entirely to the UK banking business following the sale of Egg. The profit from discontinued operations represents the trading result for the period, reflecting primarily the margin between interest income and expense, charges for impairment losses and fee and commission income, and the profit on sale, net of related taxes.

Comparison of total profit arising from discontinued operations

The profit (loss) from discontinued operations moved from a loss of £34 million in the first half of 2006 to a profit of £241 million in the first half of 2007. The 2007 profit from discontinued operations is made up of a £49 million loss from trading incurred by Egg up until the date of disposal offset by a £290 million profit on disposal. The £34 million loss in 2006 relates solely to trading of Egg during the period.

Business Segment and Geographical Analysis by Nature of Revenue and Charges

The following table shows Prudential's consolidated total revenue and consolidated total charges for the following periods.

	Six Months Ended June 30,	
	2007	**2006**
	(In £ Millions)	
Earned premiums, net of reinsurance	**7,903**	8,164
Investment income	**8,250**	4,918
Other income	**1,094**	934
Total revenue	**17,247**	14,016
Benefits and claims and movement in unallocated surplus of with-profits funds	**(14,315)**	(11,370)
Acquisition costs and other operating expenditure	**(2,118)**	(1,658)
Finance costs: interest on core structural borrowings of shareholder-financed operations	**(88)**	(89)
Total charges	**(16,521)**	(13,117)
Profit before tax*	**726**	899
Tax attributable to policyholders' returns	**2**	(162)
Profit before tax attributable to shareholders	**728**	737
Tax attributable to shareholders' profits	**(253)**	(253)
Profit from continuing operations after tax	**475**	484
Discontinued operations (net of tax)	**241**	(34)
Total profit	**716**	450

* Profits before tax represent income net of post-tax transfers to unallocated surplus of with-profits funds, before tax attributable to policyholders and unallocated surplus of with-profits funds, unit-linked policies and shareholders' profits.

Earned premiums

	2007	**2006**

	2007	2006
	(In £ Millions)	
Long-term business:		
UK Operations	**2,789**	3,771
US Operations	**2,877**	2,639
Asian Operations	**2,237**	1,754
Total	**7,903**	8,164

Earned premiums, net of reinsurance, for long-term business totaled £7,903 million in the first half of 2007 compared to £8,164 million in the first half of 2006. The reduction of £261 million for the first half of 2007 is driven by a reduction of £982 million in the UK operations partially offset by increases of £238 million in the US and £483 million in the Asian operations.

a) United Kingdom

Earned premiums for UK operations decreased from £3,771 million in the first half of 2006 to £2,789 million in the first half of 2007. During the first half of 2007 prudential UK pursued its retirement led strategy, focusing on profitable opportunities in its chosen product areas and distribution channels, and declining to write low margin or low persistency business. Retail sales grew in the first half of 2007, with momentum particularly strong in individual annuities where Prudential benefits from significant and recurring internal flows of maturing pensions as well as flows from both new and existing partnerships. UK operations increased sales of retail retirement products but these were more than offset primarily by a decline in wholesale annuities leading to the overall reduction of £982 million between the first half of 2006 and 2007.

The reduction in earned premiums from wholesale annuities largely relates to the inclusion in the first half of 2006 of a back-book transaction, namely the acquisition of a portfolio of in-payment pension annuities from Royal London.

b) United States

Earned premiums from insurance contracts increased by 9 per cent from £2,639 million in the first half of 2006 to £2,877 million in the first half of 2007.

This increase was predominantly due to continued growth in variable annuity sales in the first half of 2007. Prudential believes that Jackson's strong sales of variable annuities reflect its distinct competitive advantages of an innovative product offering, a relationship driven distribution model, award-winning service as well as an efficient and flexible technology platform.

The increase in the variable annuity sales more than offset a reduction in sales of both fixed annuities and fixed index annuities. Entry spreads for fixed annuities continued to be challenging during the first half of 2007, which limited the attractiveness of the market to Prudential, whilst fixed index annuity sales continued to be impacted by the uncertain regulatory environment in the US.

c) Asia

Earned premiums in the first half of 2007 and 2006 were £2,237 million and £1,754 million, respectively, an increase of 28 per cent.

The pace of growth increased in the first half of 2007, delivering strong, broad based and profitable growth from its Asian life operations through a combination of multi-channel distribution, innovative product design and insightful marketing.

Growth across the region continues to be strong, with Taiwan, Indonesia, Hong Kong, Japan and the joint ventures in the large growth markets of India and China being highest. Prudential's other markets of the Philippines, Thailand, Vietnam, Singapore, Korea and Malaysia also collectively grew. A key driver of the new business growth in the first half was the launch of a new variable annuity product and a successful launch of a retirement planning initiative in Taiwan, replicating the success of the initiatives in Hong Kong and Korea.

Investment income

	Six Months Ended June 30,	
	2007	**2006**
	(In £ Millions)	
UK Operations	**5,416**	3,431
US Operations	**1,776**	1,267
Asian Operations	**1,058**	220
Total	**8,250**	4,918

Investment income consists of interest income, dividends and realized and unrealized gains and losses on investments designated at fair value through profit and loss.

a) United Kingdom

In the UK, investment income increased by £1,985 million from £3,431 million in the first half of 2006 to £5,416 million in the first half of 2007 split between increases of £2,048 million in net unrealized gains (losses) and £137 million in interest income and dividends offset partially by a decrease of £200 million in net realized gains. The investment income for UK operations largely represents the return on the assets supporting the with-profits fund. During the first six months of 2007, the performance of the with-profits fund benefited from its exposure to strongly performing equity markets around the world at the expense of global bond markets, returning 5.8 per cent gross compared with a 4.2 per cent for the same period in 2006.

b) United States

In the US, investment income increased from £1,267 million in the first half of 2006 to £1,776 million in the first half of 2007. The £509 million increase in investment income is due primarily to a growth in interest and dividends of £568 million partially offset by a reduction in realized gains (losses) of £66 million.

c) Asia

In Asia, investment income has increased from £220 million in the first half of 2006 to £1,058 million in the first half of 2007 driven by an increase in unrealized gains on investments of £585 million and realized gains (losses) of £208 million.

Benefits and claims and movement in unallocated surplus of with-profits funds

	Six Months Ended June 30,	
	2007	**2006**
	(In £ Millions)	
Long-term business:		
UK Operations	**(7,385)**	(6,531)
US Operations	**(4,162)**	(3,294)
Asian Operations	**(2,768)**	(1,545)
Total	**(14,315)**	(11,370)

Benefits and claims represent payments, including final bonuses, to policyholders in respect of maturities, surrenders and deaths plus the change in technical provisions (which primarily represents the movement in amounts owed to policyholders). Movement in unallocated surplus of with-profits funds represents the transfer to (from) the unallocated surplus each year through a charge (credit) to the income statement of the annual excess (shortfall) of income over expenditure of the with-profits funds, after declaration and attribution of the cost of bonuses to policyholders and shareholders.

Total benefits and claims and movement in unallocated surplus of with-profits funds increased by £2,945 million in the first half of 2007 to £14,315 million, compared to £11,370 million in the first half of 2006.

a) United Kingdom

Overall benefits, claims and the transfer to unallocated surplus increased from £6,531 million in the first half of 2006 to £7,385 million in the first half of 2007. For unit-linked and similar products, there is a direct relationship between policyholder benefits and asset returns on the attached pool of assets, and so in effect the charge for benefits and claims reflects the investment return credited to policyholder balances. Therefore, due to the increased market returns in the first half of 2007 compared to the first half of 2006 there was an increase in the charge for the period. The first half 2006 benefits and claims included an increase in reserves relating to the Royal London in-force annuity book transaction.

Similarly, there is a close correlation between the level of increase or decrease in the values of assets of the funds and the level of a combined charge for benefits and movement on unallocated surplus. With gross market returns of 5.8 per cent on the with-profits fund in the first half of 2007 compared to 4.2 per cent for the first half of 2006, there is an attendant increase in the charge to the income statement.

b) United States

In the first half of 2007, the accounting charge for benefits and claims increased by 26 per cent to £4,162 million over the same period in the prior year.

The change reflects underlying movements in claims, benefits and maturities for contracts classified as insurance products under IFRS 4.

c) Asia

In the first half of 2007, benefits and claims and movement in unallocated surplus of with-profits funds totaled £2,768 million, up 79 per cent on £1,545 million in the first half of 2006. The proportion of linked business for Asian operations remains high at 72 per cent and as has been detailed above, there is a direct relationship between policyholder benefits and asset returns on the related pool of assets. As a result the increased market returns in the first half of 2007 compared to 2006 have led to an increase in the charge for the period.

Acquisition costs and other operating expenditure

	Six Months Ended June 30,	
	2007	**2006**
	(In £ Millions)	
UK Operations	**(1,244)**	(806)
US Operations	**(365)**	(424)
Asian Operations	**(509)**	(428)
Total	**(2,118)**	(1,658)

Total acquisition costs and other operating expenditure of £2,118 million in the first half of 2007 were 28 per cent higher than the £1,658 million incurred in the first half of 2006.

a) United Kingdom

Total UK acquisition costs and other operating expenditure in the first half of 2007 were £1,244 million compared to £806 million in the first half of 2006. The increase of £438 million in the first half of 2007 relates to an increase in operating expenses from £530 million to £1,177 million partially offset by a decrease in acquisition costs incurred from £276 million in the first half of 2006 to £67 million in the first half of 2007. The increase in operating expenses of £647 million is largely due to the £277 million reduction of actuarial gains on the Group's defined benefit pension schemes recognized in the first half of 2007 against the first half of 2006 (of which £181 million was attributable to the PAC with-profits funds), reflecting a lower increase in the discount rate applied to projected pension schemes in the first half of 2007 compared to 2006, and a £231 million increase in the charge for investment gains relating to external unit holders following the increase in overall returns for the first half of 2007 in the consolidated funds.

b) United States

Acquisition costs and other operating expenditure of £365 million in the first half of 2007 were 14 per cent lower than expenses of £424 million in the first half of 2006. This decrease predominantly relates to foreign exchange movements and a reduction in interest payable.

c) Asia

Total Asian acquisition costs and other operating expenditure in the first half of 2007 were £509 million, an increase of £81 million compared to £428 million for the first half of 2006. This increase reflects a rise in acquisition costs incurred, from £211 million in the first half of 2006 to £264 million in the first half of 2007, and a general increase in operating expenses from £217 million in the first half of 2006 to £245 million in the first half of 2007.

Additional analysis of consolidated results reflecting the basis used by management and reported externally to UK shareholders and the UK financial market

For many years, the assessment of performance by management has been, and continues to be, applied to profit before shareholder tax by analysis of the result between operating profit based on longer-term investment returns and other reconciling items. The focus on profit before shareholder tax, rather than profit before policyholder and shareholder tax, reflects the shareholders' interests in surpluses as they arise and the regulatory basis of ring-fenced long-term funds in the UK. In particular, taxes borne by policyholders of with-profits contracts are borne by the liability for unallocated surplus of with-profits funds.

Operating profit based on longer-term investment returns continues to be the basis applied by the Group for internal performance assessment and a fundamental element of the analysis provided to shareholders and the UK stock market. The analysis that follows reflects information published with the Group's interim results on August 1, 2007.

Reconciliation of total profit by business segment and geography to underlying performance measure

A reconciliation of profit before tax (including tax attributable to policyholders' returns) to profit before tax attributable to shareholders and profit for the period is shown below.

	Six Months Ended June 30,	
	2007	**2006**
	(In £ Millions)	
Profit before tax	**726**	899
Tax attributable to policyholders' returns	**2**	(162)
Profit before tax attributable to shareholders	**728**	737
Tax expense	**(251)**	(415)
Less: tax attributable to policyholders' returns	**(2)**	162
Tax attributable to shareholders' profits	**(253)**	(253)
Profit from continuing operations after tax	**475**	484
Discontinued operations (net of tax)	**241**	(34)
Profit for the period	**716**	450

A reconciliation of profit before shareholder tax to operating profit based on longer-term investment returns is provided below:

	Six Months Ended June 30,	
	2007	**2006**
	(In £ Millions)	
Performance measure: operating profit from continuing operations based on longer-term investments returns (i)	**601**	498
Short-term fluctuations in investment returns on shareholder-backed business (ii)	**24**	39
Shareholders' share in actuarial gains and losses on defined benefit pension schemes (iii)	**103**	200
Profit from continuing operations before tax attributable to shareholders	**728**	737

Notes:

(i)

Operating profit based on longer-term investment returns

Operating profit based on longer-term investment returns is a supplemental measure of results. For the purposes of measuring operating profit, investment returns on shareholder-financed business are based on expected long-term rates of return. The long-term rates of return are intended to reflect historical real rates of return and, where appropriate, current inflation expectations adjusted for consensus economic and investment forecasts. The significant operations that require adjustment for the difference between actual and longer-term investment returns are the US operations and certain businesses of the Group's Asian operations. The amounts included in operating results for long-term returns for debt securities incorporate a risk margin reserve based charge for expected defaults, which is determined by reference to the credit quality of the portfolio, and amortization of interest-related realized gains and losses to the date when sold bonds would otherwise have matured.

(ii) Short-term fluctuations in investment returns on shareholder-backed business

The fluctuations arise as follows:

	Six Months Ended June 30, 2007	2006
	(In £ Millions)	
US operations:		
Movements in market value of derivatives (other than equity-based) used for economic hedging purposes	**36**	93
Actual less longer-term investment returns for other items	**25**	9
Asian operations	**(10)**	(36)
Other operations	**(27)**	(27)
	24	39

(iii) Shareholders' share in actuarial gains and losses on defined benefit pension schemes

	Six Months Ended June 30, 2007	2006
	(In £ Millions)	
Actuarial gains and losses:		
Actual less expected return on scheme assets[a]	**(178)**	(57)
Experience losses (gains) on liabilities	**(8)**	0
Gains on changes of assumptions for scheme liabilities[b]	**462**	611
	276	554
Less: amount attributable to the PAC with-profits fund	**(173)**	(354)
Total	**103**	200

(a) The expected rate of return applied for the first half of 2007 was 5.9%. The shortfall of actual investment returns against expected returns in half year 2007 was due to the decrease in the value of corporate and government bonds which more than offset the increase in the value of equity and property holdings of the schemes.

(b) The gains on changes of assumptions for scheme liabilities primarily reflect movements in yields on good quality corporate bonds. These yields are used to discount the projected pension scheme benefit payments.

The discount rates applied for the Group's UK defined benefit schemes, and reflected in the gains and losses shown above, are as follows:

June 30, 2007	5.8%
December 31, 2006	5.2%
June 30, 2006	5.5%

December 31, 2005	4.8%

The Group uses a performance measure of operating profit based on longer-term investment returns, excluding actuarial gains and losses on defined benefit pension schemes. The directors believe that this performance measure better reflects underlying performance. It is the basis used by management for the reasons outlined below. It is also the basis on which analysis of the Group's results has been provided to UK shareholders and the UK financial market for some years under long standing conventions for reporting by proprietary UK life assurers.

Longer-term investment returns included within the performance measure are determined by reference to expected long-term rates of return. These are intended to reflect historical rates of return on assets and, where appropriate, current inflation expectations adjusted for consensus economic and investment forecasts. The overriding reason for distinguishing longer-term investment returns from short-term fluctuations is that the investments are generally held for the longer-term to back long duration insurance contract liabilities and solvency capital rather than for short-term trading purposes.

Furthermore, the income statement recognition of investment appreciation, short-term value movements on derivatives, and the charge for the policyholder benefits under IFRS 4 give rise to accounting mismatches that are not representative of the underlying economic position.

Actuarial gains and losses on defined benefit pension schemes principally reflect short-term value movements on scheme assets and the effects of changes in actuarial assumptions. Under the Group's accounting policies these items are recorded within the income statement, rather than through other comprehensive income, solely due to the interaction of the Group's approach to adoption of IFRS 4 for with-profits funds and the requirements of IAS 19. In analyzing profit before shareholder tax the separate identification of these gains and losses is analogous to the more normal treatment of inclusion as a movement on other comprehensive income i.e. not within profit for the period.

The following tables reconcile "operating profit based on longer-term investment returns", the Group's performance measure, to "profit before shareholder tax attributable to shareholders", the Group's reported performance within the consolidated IFRS income statement, by business segment and geography.

	Six Months Ended June 30, 2007			
	UK	US	Asia	Total
	(In £ Millions)			
Long-term business:				
Performance measure: Operating profit based on longer-term investment returns	**251**	**218**	**70**	**539**
Short-term fluctuations in investment returns	**(47)**	**60**	**(10)**	**3**
Shareholders' share in actuarial gains and losses on defined benefit pension schemes				
Reported performance: Profit before tax attributable to shareholders	**204**	**278**	**60**	**542**
Broker-dealer and fund management:				
Performance measure: Operating profit based on longer-term investment returns	**140**	**7**	**33**	**180**
Short-term fluctuations in investment returns	**7**	**1**		**8**
Shareholders' share in actuarial gains and losses on defined benefit pension schemes	**15**			**15**
Reported performance: Profit before tax attributable to shareholders	**162**	**8**	**33**	**203**
Unallocated corporate:				
Performance measure: Operating profit based on longer-term investment returns	**(118)**			**(118)**
Short-term fluctuations in investment returns	**13**			**13**
Shareholders' share in actuarial gains and losses on defined benefit pension schemes	**88**			**88**
Reported performance: Profit before tax attributable to shareholders	**(17)**			**(17)**

Total: