

press release

19 March 2009

Prudential results could bring stability to sector

- Prudential results at top end of market forecasts
- The Share Centre lists Prudential as a “buy”

The insurance sector is back in the spotlight today as Prudential announced its results. **Nick Raynor, investment adviser at retail stockbroker The Share Centre**, comments on the results and what action shareholders should take:

“Despite recording an overall net loss, investors should take a lot of positives from Prudential’s latest figures. They indicate that Prudential doesn’t require further funding at the moment and is even actively seeking acquisition targets, which is a good sign for future growth.

“Outside of the UK Prudential remains strong in Asia, and although it’s likely to be a challenging market short term, the long term outlook is positive.

“Overall shareholders should be relatively happy with today’s announcement, especially as dividends have increased 8 per cent. These figures will hopefully give some much needed stability to the sector, however with Legal & General issuing figures next week we very much doubt this will be the case.

“In view of these results we are keeping Prudential as a buy for interested investors. Those already with shares in Prudential should hold on to them.”

---Ends---

thesharecentre:

For further information please contact:

The Share Centre
Lisa-Marie Nelson
PR Executive
01296 439 426
Lisamarie.nelson@share.co.uk

Lucy Forgan
PR Assistant
01296 439 256
Lucy.forgan@share.co.uk

Lansons Communications
Inez de Koning / Neil Gregory / Rachel Cashmore
0207 294 3623 / 0207 294 3611 / 0207 566 3663
thesharecentre@lansons.com

Risk Warnings:

Investing in general, and the products and services mentioned above, may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors and individual shares, including all of the post-privatisation/demutualization companies, on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#).

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

The Share Centre Limited is a member of the London Stock Exchange and is authorised and regulated by the Financial Services Authority under reference 146768.

Registered in England No. 2461949. Registered office: Oxford House, Oxford Road, Aylesbury, Bucks. HP21 8SZ.