

## press release

12 August 2009

Pru raises dividend despite 8% drop in profits

- Prudential buck insurance trend and raise interim dividend to 6.29p
- The Share Centre lists Prudential as a cautious buy given the volatility in the sector

**This morning, British insurer, Prudential raised its interim dividend despite an 8 per cent drop in profits for the first half of the year. Nick Raynor, investment adviser at The Share Centre comments on today's results and what they mean for investors.**

"It's great to see Prudential have decided to reward investors by increasing its interim dividend by 5 per cent to 6.29 pence. Legal & General and Aviva recently chose to slash their interim payments and Prudential could have taken advantage of this in order to cut costs.

"Despite a small drop in profits, Prudential's capital position remains strong. Plus, its diversification strategy is proving more attractive to the life insurance sector. Prudential has continued to develop its Asian arm and is now the leading European insurance player in the region, accounting for half of the Group's business.

"Given today's interim dividend increase and the Group's strong performance, Prudential remains our preferred life insurer. We currently list Prudential as a cautious buy, given the extreme volatility in the sector."

-- Ends --

# thesharecentre:

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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. Past performance is not a reliable indicator of future performance.

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, individual shares and funds on [www.share.com](http://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.

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