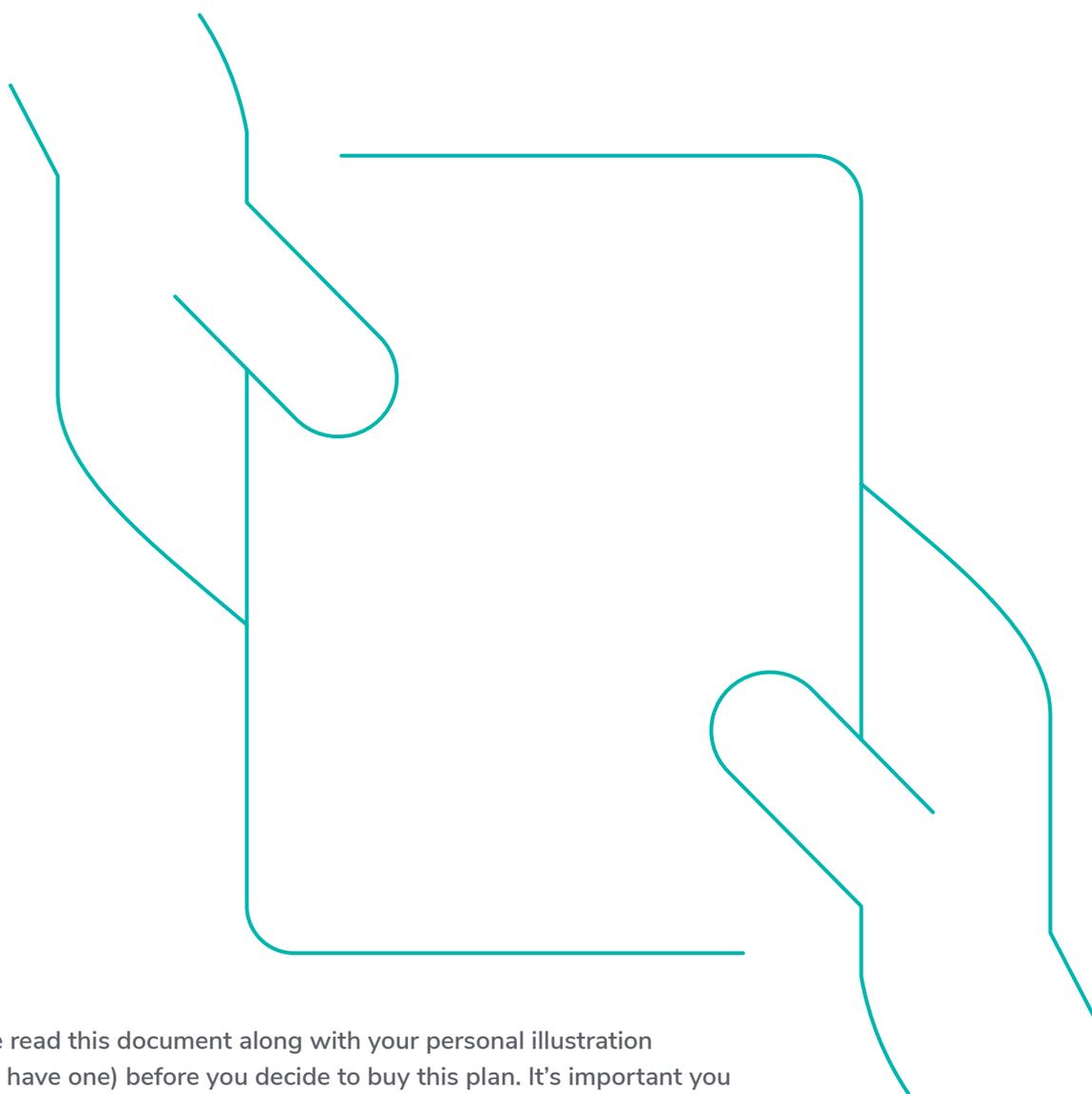


Key Features of the Prudence Bond and Prudence Managed Investment Bond (No Initial Charge Option) Top-Up Investment



Please read this document along with your personal illustration (if you have one) before you decide to buy this plan. It's important you understand how Prudence Bond and Prudence Managed Investment Bond Top-up Investment works, the benefits and associated risks.

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We'd like everyone to find it easy to deal with us. Please let us know if you need information about our plans and services in a different format.

All our literature is available in audio, large print or braille versions. If you would like one of these please contact us using the details on the last page.

The Financial Conduct Authority is a financial services regulator. It requires us, Prudential, to give you this important information to help you decide whether our Prudence Bond and Prudence Managed Investment Bond Top-up Investment is right for you. You should read this document carefully so that you understand what you are buying, and then keep it safe for future reference.

About the Prudence Bond and Prudence Managed Investment Bond Top-up Investment

This Key Features booklet explains a top-up investment in the Prudence Bond and Prudence Managed Investment Bond (No Initial Charge Option).

Our Prudence Bond and Prudence Managed Investment Bond are single premium investment bonds that let you invest your money in a range of different funds.

Your bond started with a single payment. You can make additional payments at any time, make regular and partial withdrawals, or you can cash in your bond at any time.

If you still have questions after reading this booklet, your financial adviser should be able to help. Alternatively, you can call us on **0345 640 1000**. Your financial adviser may charge you for any advice given.

Its aims

What this plan is designed to do

Our Prudence Bond and Prudence Managed Investment Bond are no longer open to new customers, but you can top-up your existing investment. The bonds aim to:

- increase the value of your investment.
- provide a medium to long term investment, so five to ten years or more.

Your commitment

What we ask you to do

You can add a top-up payment to your existing bond.

Risks

What you need to be aware of

The value of your investment can go down as well as up so you might get back less than you put in.

The value of your bond could change for a number of reasons, including:

- You might need to pay tax depending on your circumstances and the options you choose. Tax rules can also change in the future.
- If you choose to cancel your top-up. We explain this in "Can I change my mind?".

Other documents

This document gives you key information about the Prudence Bond and Prudence Managed Investment Bond Top-up Investment. If you want more detail on specific points, please read the following documents. We have highlighted when they are relevant throughout this document.

They are all available from your adviser, or direct from us. Our contact details are on the last page.

- **Policy Provisions**

Gives you the full terms and conditions of the contract.

- **Your With-Profits Plan – a guide to how we manage the fund**

Provides information on how our With-Profits Fund works, and our current approach to managing it.

- **Your Investment Plan – a guide to how we manage the funds**

A guide to how we managed funds.

- **PruBond and Managed Investment Bond Fund Guide**

Provides information on funds available, including the objective of each fund and its risk profile.

- **Guide to tax on your Investment Bond Leaflet**

Provides information about tax and how it affects you.

- **Market Value Reduction – A clear explanation**

This explains what Market Value Reduction is, together with information about how and when these may be applied.

Questions & Answers

How much can I add to my bond?

- For bonds originally taken out before 1 October 2002, the minimum top-up payment is £1,000.
- For bonds originally taken out from 1 October 2002, the minimum top-up payment is £5,000.
- The maximum investment into the With-Profits Fund is £500,000 per bond. This maximum includes top-ups. Any growth on your bond is not subject to this limit, it only applies to the amount of your single payment and any top-up payments.

In some circumstances, we may accept investments larger than £500,000 into the With-Profits Fund. If you would like to invest more than £500,000 in the With-Profits Fund please speak to your financial adviser.

- There is no age limit for top-ups.

Where are my payments invested?

We offer a range of funds. You can choose where to invest your money.

Choosing funds

You can invest in up to ten funds at any time.

Different funds invest in different types of assets. For example, some only invest in property, others invest directly in the stockmarket, and others invest in a wide range of assets. Each fund has its own level of risk and potential growth. Usually, funds with more potential for growth carry more risk.

You and your adviser can choose which investments you would like from a wide range including:

- **Our With-Profits Funds (Optimum Bonus and Optimum Return)** These funds aim to smooth some of the extreme highs and lows of the investment markets, with a lower level of risk than that associated with investing directly in these areas.
- **Our range of Unit-Linked Funds**
These funds invest directly in general or specific areas such as equities or property. When you invest in these funds you buy "units". The prices of these units fluctuate depending on the performance of the fund.

- **Or a combination of our With-Profits Funds and Unit-Linked Funds**

Combine an investment in our smoothed With-Profits Fund with a more specific investment.

There may be occasions where we have to suspend the smoothing process for one or more PruFund funds for a period of consecutive days.

For more information about the investments you can choose from, please speak to us or speak to your financial adviser. You can also read your "**PruBond and Managed Investment Bond Fund Guide**" which provides more information on the funds available. This includes the objective of each fund and its risk profile. For a copy of this guide you can visit our website pru.co.uk or call us on **0345 640 1000**.

Allocation Rate

We work out how much is invested in your bond by multiplying the amount of your investment by the relevant allocation rate shown in the tables below.

After applying the Allocation Rate (the percentage we apply to your top-up) your top-up payment buys units in a fund or funds of your choice, as available, at a price set by us.

Your allocation rate depends on:

- The total amount you've invested in the bond
- Your age when you took out the bond
- The version of the bond you originally invested in

How we work out how much would be invested on your behalf

- We multiply the amount you are investing by the Allocation Rate percentage.
- The more you invest, the higher the allocation rate you will receive on your investment. For additional investments, the rate will be based on the total amount of the payments that remain invested in your plan plus the amount of the additional investment.

The table below shows the Allocation Rates:

The total amount invested	Allocation Rate
From £10,000 to £19,999	100.00%
From £20,000 to £49,999	100.25%
From £50,000 to £74,999	101.00%
£75,000 or more	101.25%

Age reduction

Any reduction in the rate due to the age of the person covered by the bond (that applied when the bond was taken out) will still apply. For investors aged over 75 (or 79 depending on the version of the bond originally taken out) at the time of original investment this reduction will have the effect of reducing the Allocation Rate to below 100%. More information is shown in the Key Features Document you'd received when you originally took out the bond, please contact us using the details in the "Get in touch" section, if you'd like a copy of this.

Please see table below for reductions in Allocation Rates:

Reduction in Allocation Rates		
Age	Bonds taken out 01/01/02 to 30/09/02	Bonds taken out 01/10/02 onwards
75 to 79	No reduction	2%
80 to 84	1%	3%
85 to 89	2%	4%

If you chose to cover two people and for the life cover to pay out when the first of the two people covered dies, the rate will be based on the age of the older person.

If you chose to cover two people and for the life cover to pay out when the second of the people covered dies, the rate will be based on the age of the younger person.

The allocation rate is based on the total amount of previous investments that remains invested in your bond plus the amount of the top-up.

The Allocation Rate you'll receive is shown in your illustration.

These allocation values are the standard rates. From time to time we may increase these rates during a special offer period and reserve the right at our sole discretion to extend or withdraw such offers without notice at any time. These special offer rates are not applicable to top up investments outside the special offer period.

For most of the unit-linked funds we offer, the value of your investment is determined by the fund performance:

- if the underlying investment fund value grows we increase the price of your units
- equally, if the underlying investment fund value falls, we decrease the price of your units.

You should also read "**Your Investment Plan – a guide to how we manage the funds**".

For the Prudential (**Optimum Bonus**) **With-Profits Fund** and the **Prudential (Optimum Return) With-Profits Fund**, the unit price will reflect the addition of Regular Bonus and cannot go down. However, the unit price does not show the effect of any Final Bonus or Market Value Reduction that may apply.

Your plan value depends on how much profit the fund makes and how it's shared out as bonuses.

For more information about how the With-Profits Funds work, please read "**Your With-Profits Plan – a guide to how we manage the Fund**". You can also call us on **0345 640 1000** or speak to your financial adviser.

Annual Growth Reward

If you have not made any withdrawals in the previous 12 months, we will pay an Annual Growth Reward on the anniversary of your investment. This will start on the 2nd anniversary of your investment and then each year thereafter.

- For With-Profits Fund top-up investments to bonds this will be an addition of 0.35% of the value of your top-up investment.
- For Unit-Linked Fund top-up investments to bonds originally taken out after 19 May 2002 the Reward is 0.25% each year of the value of your top-up investment. Starting at the end of year two, this reward would be added to your bond on each anniversary of your original investment and from the second anniversary of

any subsequent top-ups for years in which you make no withdrawals. Withdrawals include full and partial withdrawals and any regular withdrawals.

How unit-linked funds invest

Some of the Prudential funds listed in your Fund Guide may invest in 'underlying' funds or other investment vehicles. Have a look at a fund's objective and that will tell you where it invests – including if that's in an underlying fund or funds.

If the Prudential fund is investing in just one underlying fund then it's what's known as a 'mirror' fund, as the performance of the Prudential fund broadly aims to reflect the performance of the underlying fund it invests in. The performance of our Prudential fund, compared to what it's invested in won't be exactly the same. The differences between the underlying fund and our fund can be due to:

- additional charges,
- cash management (needed to help people to enter and leave our fund when they want),
- tax,
- timing of investments (this is known as a fund's dealing cycle, it varies between managers and can be several days).

Can I change my investments?

You can switch your money between funds at any time – as long as you are switching at least £500. You can currently benefit from 12 free switches each year. We might change our charges in the future.

Further switches currently cost £25 each. You may decide to switch only some of your money from a particular fund. If you do, you must keep at least £500 invested (in that particular fund). Any switches into the With-Profits Fund are subject to policy maximums.

There may be restrictions when switching money between certain funds. Please see your "Potential restrictions on withdrawals" section.

If you switch money out of the **Prudential (Optimum Bonus) With-Profits Fund, the Prudential (Optimum Return) With-Profits Fund** or between these funds, we may apply a Market Value Reduction (MVR). For more information about MVRs, please see the section "What's a Market Value Reduction?".

How do I take money out of my bond?

You can take regular withdrawals or make one-off withdrawals from your bond at any time. You can withdraw 5% per year without immediate tax liability.

Regular withdrawals

The level of regular withdrawals you take can be:

- a fixed amount of money,
- a percentage of your total single payment,
- a percentage of the full value of your bond, or
- if you invest in our With-Profits Funds, you can take the Regular Bonus as income. This bonus is normally declared on our With-Profits Funds each year, usually in advance. It is calculated and added to your bond every day and is included in the price of the units in our With-Profits Funds.

Your regular withdrawals will normally be paid direct to your chosen bank account at your chosen interval. It can be paid every month, every three months, every four months, every six months or every year.

The minimum regular withdrawal is £50, but it can be less if you choose the Regular Bonus as income option under our With-Profits Funds.

One-off withdrawals

You can take a withdrawal from your bond provided you withdraw a minimum of £50 and leave at least £500 in each fund after withdrawal from that specific fund.

Please remember that any withdrawal will reduce the value of your bond. The value of your investment can go down as well as up so you might get back less than you put in. If you take more money from your plan than the amount your investment has grown by, the value of your investment will be less than you've put in.

Tax on withdrawals

You may have to pay UK tax on your withdrawals. For more information, please read "What about tax?".

Potential restrictions on withdrawals

There may be circumstances that delay the buying, switching and selling of units in any fund. We would not expect these delays to be longer than six months for units that invest in property or land, and one month for units that invest in other asset types. But, we cannot guarantee that delays will never be longer. If a delay will apply to you, we'll let you know. There's more information in the Policy Provisions.

Market Value Reduction

If you make a withdrawal from the Prudential (Optimum Bonus) With-Profits Fund or the Prudential (Optimum Return) With-Profits Fund, we may apply a Market Value Reduction. For more information, please read "What's a Market Value Reduction?".

What are the charges and costs?

We charge you for looking after your bond.

This is to cover things like:

- administration and marketing,
- investment management.

How charges and costs affect your bond is shown in your illustration.

<p>No Initial Charge</p>	<p>We take no initial charges from your payment. A reduction in allocation may apply for certain investors. Please see page 6 for details.</p>
<p>Annual Management Charge</p>	<p>Annual Management Charge Every year, we take an Annual Management Charge from each of the funds you invest in. The funds have different Annual Management Charges which are already taken into account when we work out the value of your bond. You can find information about how much we charge for each fund in your “PruBond and Managed Investment Bond Fund Guide”.</p> <p>Prudential With-Profits Fund (Optimum Bonus and Optimum Return) The annual charge for the With-Profits Fund depends on the performance of the With-Profits Fund, in particular the investment return and our expenses. If, for example, over time investment returns are higher, then we would expect to increase the charges and if returns are lower, we would expect to reduce the charges. For top-ups the charge is currently expected to be approximately 1.65% a year if the investment return in the With-Profits Fund is 4.5% a year (net of tax).</p>
<p>Further costs incurred by the funds</p>	<p>In addition to our charges, there may be further costs incurred, which can vary over time. Where these are applicable, they are paid for by the relevant fund and will impact on its overall performance.</p> <p>For more information on these further costs, please look at your illustration for this product and at your “PruBond and Managed Investment Bond Fund Guide”.</p>
<p>Charges for guarantees – Prudential (Optimum Bonus) With-Profits Fund and the Prudential (Optimum Return) With-Profits Fund</p>	<p>There is a charge to pay for all the guarantees the With-Profits Fund supports. We guarantee not to apply a Market Value Reduction (MVR) when payments are made because of death. Our current MVR practice, which is not guaranteed, may include additional circumstances when an MVR is not applied. Please see "Market Value Reduction".</p> <p>We take this charge by making a small adjustment to regular and final bonuses.</p> <p>The total deduction for guarantee charges over the lifetime of your bond is not currently more than 2% of any payment made from the fund. Our charges may vary in the future and may be higher than they are now. Charges may vary if, for example, the long term mix or type of assets held within the With-Profits Fund is changed.</p>

Charges and costs may vary in the future and may be higher than they are now. Further details can be found in the Fund Guide.

Your personal illustration will show how the charges and costs affect your bond.

What might I get back?

The value of your bond when you cash it in will depend on:

- how much you've invested,
- how long you've invested for,
- any withdrawals you've made,
- the funds you've chosen,
- how those funds have performed,
- any charges that we take from your investment.

You can see how much you might get in your personal illustration.

What's a Market Value Reduction?

If you take money out of the Prudential (Optimum Bonus) With-Profits Fund or the Prudential (Optimum Return) With-Profits Fund, we may reduce the value of your fund if the value of the underlying assets is less than the value of your bond including all bonuses.

This reduction is known as a Market Value Reduction (MVR). It is designed to protect investors who are not taking their money out and its application means that you get a return based on the earnings of the With-Profits Fund over the period your payments have been invested. We apply the MVR to your bond's value including regular and final bonuses. Please read "**Your With-Profits Plan – a guide to how we manage the Fund**" for more information on bonuses. An MVR will reduce the amount payable on full or partial withdrawals and if investment returns have been low, you may get back less than you have invested in your bond. We guarantee not to apply an MVR on any payments made due to death.

Our current practice on applying an MVR

We may apply a Market Value Reduction to full or partial withdrawals, including switches, on all investments that have been running for less than five years.

For investments in the same With-Profits Fund that have been running for longer periods, we would consider applying an MVR when a withdrawal results in the total amount paid out, including any other payments in the previous 12 months, exceeding £25,000. We would only apply an MVR to the withdrawal amount in excess of £25,000 in these circumstances.

We would also consider applying an MVR on regular withdrawals that are more than 5% of the current value of your With-Profits Fund investment, at the time the withdrawals instruction is set up, or when the withdrawal arrangement is altered. We reserve the right to change our current practice on Market Value Reductions at any time, without prior notice, and this would apply to existing bonds and any new bonds or top-ups. However, if we were to reduce the regular withdrawal limit, the new limit would apply only to regular withdrawals starting after the date the change was made, or to existing withdrawals when the amount or frequency is altered. Examples of reasons for a change would include significant changes in the investment market or because the number of people moving out of the fund increases substantially.

What about tax?

This section gives a general tax summary. Individual tax situations may be different and could change in the future.

Your bond is set up as usually 20 identical policies. You can cash in or transfer the ownership of each policy separately. This can help you withdraw money from your bond in a tax-efficient way.

Corporation tax

We'll pay tax on the funds you invest in. This tax is not reclaimable.

Capital Gains Tax

We'll pay tax on the capital gains in our funds.

Income tax

You can currently withdraw up to 5% each year of your investment for up to 20 years without any immediate tax liability. This allowance rolls over to the following year if it's not used. However there may be income tax to pay when:

- your bond ends on death,
- you cash in all or part of your bond,
- you withdraw more than the 5% a year tax deferred allowance from your bond, or you transfer the ownership of the bond.

Gains from your bond may mean that you lose some or all of your entitlement to personal income tax allowances or certain tax credits.

For more details about tax and how it affects you, please speak to your financial adviser. More information is also available in our **“Guide to tax on your investment bond (ref INVS0002)”** leaflet, which you can request by calling **0345 640 1000** or visiting pru.co.uk/tax

Inheritance tax

Inheritance tax may be payable if you still have the bond when you die.

Special tax considerations are given to bonds written under trust. You might need to pay tax depending on your circumstances and the options you choose. Tax rules can also change in the future.

Before you make a decision you might want to speak to a financial adviser. They can help you understand the tax rules and how they'll affect you. For more information please visit pru.co.uk/tax, visit the HMRC website at hmrc.gov.uk or speak to your financial adviser.

How will I know how my bond is doing?

We will send you a statement every year. You can also call us on **0345 640 1000** for an up-to-date valuation of your bond.

Alternatively, you might be able to manage your enquiry yourself by accessing our online services. You can check the value of your policy, change personal details, view key documents and send us secure messages. If you've not registered for our online services, registration only takes a few minutes. Remember to have your policy number to hand when doing this. For details on registering see our “Get in touch” section.

What happens to my bond if the person covered dies?

We'll pay out 101% of the bond value, unless your bond was originally taken out on or after 1 October 2002 and the person covered was aged 75 or over at the time of the initial payment, in which case we will pay out 100.1% of the bond value.

If you chose to cover two people and for the life cover to pay out when the first of the two people covered dies, the bond value paid out is determined by the age of the older person covered.

If you chose to cover two people and for the life cover to pay out when the second of the people covered dies, the bond value paid out is determined by the age of the younger person covered.

Your bond ends when the death benefit is paid. When an additional payment is made to the bond, the death benefit for the additional units will be based on the age of the person covered at the time of the initial investment.

What if I change my mind about topping up?

We will send you a Cancellation Notice for each of your top-ups. You have 30 days from the date you first receive your Cancellation Notice to cancel it.

To cancel your top-up, please complete and return the Cancellation Notice, or write to us at:

**Prudential
Investment Plans New Business
Lancing
BN15 8GB**

Please include your bond reference number.

If more than one person owns the bond, we will accept cancellation by any of the owners, within the 30 day limit, whether they're acting alone or jointly.

If you cancel your bond within 30 days, and you have money invested in our With-Profits Fund, we'll give you all of that money back. If you have invested in any of our other funds, you won't get all your money back if the value of your investment in those funds has gone down.

If you cancel after the 30-day cancellation period has ended, you may not get all your money back. The amount you get back may be reduced if the value of your investment has dropped.

Other information

Client category

We classify you as a 'retail client' under Financial Conduct Authority (FCA) rules. This means you'll receive the highest level of protection for complaints and compensation and receive information in a straightforward way.

Compensation

The products Prudential Assurance Company Limited (PACL) offer are covered by the Financial Services Compensation Scheme (FSCS). If we get into financial difficulties, you may be able to make a claim. The FSCS is an independent body set up by Government to provide compensation for people where their authorised financial services provider gets into financial difficulties and becomes unable, or unlikely to be able, to pay claims against it. This circumstance is referred to as being 'in default'.

Losses, which may result from poor investment performance, are not covered by the FSCS.

Where does FSCS protection apply?

There is full FSCS coverage if PACL is 'in default'.

- Your bond is protected up to 100% of the value of your claim.
- Any funds you choose to hold in your bond will be included in the value of your claim in the event that PACL is declared 'in default'.
- If you hold the Prudential With-Profits funds in your bond, they are protected 100% in the event of the default of PACL.

All the other funds we offer, apart from those mentioned above, are unit-linked, and invest in other funds managed by non-PACL fund managers. FSCS cover does not apply if the non-PACL fund manager were to be 'in default'.

- There is no FSCS cover for unit-linked funds investing with non-PACL fund managers if that manager were to be 'in default'.
- See 'How unit-linked funds invest' for further information on these types of fund (often called 'mirror' funds).

You can find out more information on the FSCS at pru.co.uk/fscs, or you can call us.

Where FSCS coverage does not apply, then other factors can come in

As explained in the 'Where does FSCS protection apply?' section, the FSCS doesn't cover every situation. For example unit-linked funds that invest in the funds of non-PACL fund managers (often called 'mirror' funds).

But, where FSCS protection does not apply, there are other factors that could help if the worst happened and a provider was 'in default'. For example, the use of custodians or depositories to provide protection for fund assets, where there is separate legal ownership of assets and legal entities that aren't liable for any losses of a fund manager. In so doing, the intention is that the underlying fund will not be liable for any losses the underlying fund management company incurs.

PACL would aim to recover any money invested in an underlying fund where the fund manager has been declared 'in default', but PACL would not be liable for any loss incurred from the default of the non-PACL fund manager.

Financial Strength

Prudential meets regulatory standards for meeting its financial obligations. You can read our solvency and financial conditions reports at pru.co.uk/about_us, or if you contact us we can post some information to you.

Terms and Conditions

This Key Features Document gives a summary of your plan. Full details are set out in our **Policy Provisions** which is available on request using our contact details. We will also send them to you when your plan starts.

Conflict of Interest

We want to make sure that we uphold our reputation for conducting business with integrity. If we become aware that our interests may conflict with yours we will take all reasonable steps to manage it in an appropriate manner.

We have drawn up a policy to deal with any conflicts of interest. If you would like to know the full details please contact our Customer Service Team, for details please see the "Get in touch" section on the last page.

Law

The law of England and Wales applies to your contract.

Our regulators

We are authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Prudential Assurance Company Limited is entered on the Financial Conduct Authority (FCA) Register, FCA Reference Number 139793. The FCA Register is a public record of all the organisations that the FCA regulates.

You can contact the FCA at:

The Financial Conduct Authority
12 Endeavour Square
London
E20 1JN

Email: consumer.queries@fca.org.uk

Prudential Regulation Authority details:

The Prudential Regulation Authority
Bank of England
Threadneedle St
London
EC2R 8AH

Telephone: **020 7601 4878**

Email: enquiries@bankofengland.co.uk

Communicating with you

Our documents and terms and conditions, as well as all other communications, will be in English.

How to make a complaint

If you have a complaint, please get in touch with us and we will do everything we can to resolve it. You can also ask us for details of our complaints handling process. Our contact details are in the 'How to contact us' section at the back of this document.

If you're not satisfied with our response, you can take your complaint to the Financial Ombudsman Service who help settle individual disputes between consumers and businesses providing financial services:

Financial Ombudsman Service
Exchange Tower
London
E14 9SR

Telephone: **0800 023 4567** or **0300 123 9123**

Or visit the website: financial-ombudsman.org.uk

This service is free and using it won't affect your legal rights.

Get in touch

If you want to contact us before you invest you can write, phone, email or send us a secure message using our online services:



Write to: **Prudential Lancing BN15 8GB UK**



Phone: **0345 640 1000** Monday to Friday 8am to 6pm (we are not open on public holidays). We might record your call for training and quality purposes. To find out more about how we use your personal data please visit pru.co.uk/mydata



To access our online services please visit pru.co.uk and click login from the top right hand corner.

You can also register for our online services on pru.co.uk. Please have your policy number to hand.



If you are a deaf customer, who is also a British Sign Language (BSL) user, you can contact us using a Video Relay service. The service, provided by SignVideo, connects customers to fully qualified, registered NRCPD interpreters who will relay your conversation with a member of our customer service team.

pru.co.uk/contact-us/signvideo

There is no cost for using this service to call Prudential and we're available to help you Monday to Friday, 8am to 6pm.

Keep in touch

It's important that we keep in touch so, if you change your address or any of your contact details, please let us know.

pru.co.uk

"Prudential" is a trading name of The Prudential Assurance Company Limited, which is registered in England and Wales. Registered Office at 10 Fenchurch Avenue, London EC3M 5AG. Registered number 15454. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.