

## Prudential Update

21 April 2021

### We are refreshing the look of our brand

We are making some changes to how our branding looks, but we want to assure you we are still the same Prudential - proud to have been caring for our customers for over 170 years and continuing to offer the same financial expertise.

We remain financially strong, which means we are able to withstand the ups and downs of fluctuating markets and can make sure we continue to meet our customer commitments. However, the value of investments can go down as well as up and customers may not get back what they put in.

There are no changes to the products customers hold with us, how they contact us or how we contact them. If they access their plan online, their log in details will stay the same.

### Why we're refreshing our look

Prudential UK and Europe became part of M&G plc in October 2019, which means we are no longer associated with Prudential plc. To make it clearer to our customers and advisers who we are, we're refreshing our look to be more aligned with our M&G plc family of brands. We will continue to provide a wide range of asset management capabilities as well as a wealth of insurance knowledge and experience.

### What will be different?

The change will be noticed most in our logo, but you will also start to see our new look and feel on our websites and online services from mid May 2021.



The logo you'll start to see:

We will be refreshing our brochures and communications gradually, so customers may receive information in the old and new brand over the next 12 months. Gradual changes mean we're not wasting paper, or money. This is better for our customers and for the environment.

If you would like to know more, please visit [pru.co.uk/refresh](https://pru.co.uk/refresh)

### Alastair Hogg

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