



**PruProtect Press Release
17th December 2013**

PruProtect's new generation Protection products yield success

In September PruProtect launched a further innovation to the Protection market, when we pioneered the concept of dynamic pricing through our Vitality Optimiser option. The Vitality Optimiser provides all clients an upfront discount on their premiums and the ability to control their future premiums, as well as annual Cashback and access to the full range of our Vitality health and wellness programme, Optimiser made linking health and wellness to Protection a reality for the first time.

PruProtect also further enhanced our popular Serious Illness Cover product, with a number of enhancements meaning we now, uniquely, cover ALL heart attacks and strokes and more cancers than any other UK insurer.

The Serious Illness Cover Booster option, means that claims for conditions identified as having a long-term physical impact, will be paid at between 100% and 200% of the original sum assured.

We are proud to announce that, since launching these innovations, our overall new business has increased by 24%* in the Intermediary market.

The Vitality health and wellness programme is gaining yet more traction and over 30%* of new applications now include either the new Vitality Optimiser option or incorporating our Vitality Plus benefit which gives access to the full range of Vitality partners and rewards.

In addition, 24%* of sales which include Serious Illness Cover now have the Booster option added to the plan, giving the client unrivalled cover and showing that quality, rather than price, remains key to many people's decision to purchase Protection.

Many advisers have utilised all aspects of our September product launch, as demonstrated by 73%* of Serious Illness Cover Booster applications also being sold on the Vitality Optimiser basis.

Commenting on the figures, PruProtect Distribution and Marketing Director **Justin Taurog** said:

"When being innovative and attempting to revolutionise a stagnant market it is crucial to listen to the needs of the consumers you hope to serve. Our extensive customer research prior to developing this latest line of products, demonstrated that linking Health and Wellness to Protection was what people want and expect. Designing insurance that gives tangible day to day benefits, as well as unsurpassed cover for the widest range of illnesses possible, has begun to yield fantastic results despite tough market conditions."

-ends-

Notes to Editors

*based on applications week ending 20/09/13 and week ending 15/11/13.

The information contained in PruProtect's press releases is intended solely for journalists and should not be used by consumers to make financial decisions. Full consumer product information can be found at pruprotect.co.uk.

Media enquiries

Phil Jeynes Tel: 07770 620045

Email: phil.jeynes@pruprotect.co.uk

About PruProtect

PruProtect is a partnership between Discovery, a South African insurer with a reputation for fresh thinking and Prudential, one of the most familiar and trusted financial providers in the UK. So, while our plans are groundbreaking and designed for the way people live their lives today, they still come with the stability and financial security of a company that's been successful for more than 150 years.

We offer a full menu of personal and business protection products from which customers can choose when building their protection plan. Whether customers are moving into their first home, starting a family, building a business or thinking about the inheritance they'll leave their loved ones, our range is designed to give them the cover they need.

At PruProtect we also believe that encouraging our members to lead a healthier lifestyle is just as important as looking after them when they are ill. So in addition to offering comprehensive cover, our plans come with Vitality - a healthy living programme. Vitality helps members get healthier and saves them money at the same time. The healthier members get, the more they get back from Vitality, including the opportunity to reduce their premiums. We are the only protection insurer to offer anything like it.

For more information visit pruprotect.co.uk