

PRUDENTIAL PLC
Form 6-K
August 12, 2010

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

**Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934**

For the month of August, 2010

PRUDENTIAL PUBLIC LIMITED COMPANY

(Translation of registrant's name into English)

**LAURENCE POUNTNEY HILL,
LONDON, EC4R 0HH, ENGLAND**
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports
under cover Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

Enclosures: Prudential PLC Half Yearly Report 2010 Part 6

IFRS Disclosure

PRUDENTIAL PLC HALF YEAR 2010 RESULTS

INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) BASIS RESULTS

CONDENSED CONSOLIDATED INCOME STATEMENT

	Half year	Half Full year year	2009
	2010	2009	£m
	£m	£m	
Earned premiums, net of reinsurance	11,256	9,518	19,976
Investment return (notes G and I)	5,027	3,625	26,889
Other income	754	574	1,234
Total revenue, net of reinsurance	17,037	13,717	48,099
Benefits and claims and movement in unallocated surplus of with-profits funds,			
net of reinsurance (note J)	(13,650)	(10,783)	(41,195)
Acquisition costs and other expenditure (notes G and H)	(2,654)	(2,446)	(4,572)
Finance costs: interest on core structural borrowings of shareholder-financed operations	(129)	(84)	(209)
Loss on sale of Taiwan agency business (note K)	-	(559)	(559)
Total charges, net of reinsurance	(16,433)	(13,872)	(46,535)
Profit (loss) before tax (<i>being tax attributable to shareholders' and policyholders' returns</i>)*	604	(155)	1,564
Tax (charge) credit attributable to policyholders' returns	(11)	79	(818)
Profit (loss) before tax attributable to shareholders (note C)	593	(76)	746
Tax (charge) credit (note L)	(160)	(103)	(873)
Less: tax attributable to policyholders' returns	11	(79)	818
Tax (charge) credit attributable to shareholders' returns (note L)	(149)	(182)	(55)

Profit (loss) from continuing operations after tax	444	(258)	691
Discontinued operations (net of tax)**	-	-	(14)
Profit (loss) for the period	444	(258)	677
Attributable to:			
Equity holders of the Company	442	(254)	676
Non-controlling interests	2	(4)	1
Profit (loss) for the period	444	(258)	677
Earnings per share (in pence)			
	Half	Half	Full
	year	year	year
	2010	2009	2009
Basic:			
Based on profit (loss) from continuing operations attributable to the equity holders of the Company (note M)	17.5p	(10.2)p	27.6p
Based on loss from discontinued operations attributable to the equity holders of the Company	-	-	(0.6)p
	17.5p	(10.2)p	27.0p
Diluted:			
Based on profit (loss) from continuing operations attributable to the equity holders of the Company (note M)	17.5p	(10.2)p	27.6p
Based on loss from discontinued operations attributable to the equity holders of the Company	-	-	(0.6)p
	17.5p	(10.2)p	27.0p

* This measure is the formal profit (loss) before tax measure under IFRS but it is not the result attributable to shareholders.

**The full year 2009 charge which was net of £nil tax, reflected completion adjustments for a previously disposed business.

INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) BASIS RESULTS

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

Half	Half Full year
year	year
	2009
2010	2009

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	£m	£m	£m
Profit (loss) for the period	444	(258)	677
Other comprehensive income (loss):			
Exchange movements on foreign operations and net investment hedges:			
Exchange movements arising during the period	315	(292)	(206)
Related tax	(8)	(6)	11
	307	(298)	(195)
Available-for-sale securities:			
Unrealised valuation movements on securities of US insurance operations classified as available-for-sale:			
Unrealised holding gains arising during the period	1,123	662	2,249
Add back net losses included in the income statement on disposal and impairment	21	146	420
Total (note W)	1,144	808	2,669
Related change in amortisation of deferred income and acquisition costs (note S)	(510)	(235)	(1,069)
Related tax	(215)	(150)	(557)
	419	423	1,043
Other comprehensive income for the period, net of related tax	726	125	848
Total comprehensive income (loss) for the period	1,170	(133)	1,525
Attributable to:			
Equity holders of the Company	1,168	(129)	1,524
Non-controlling interests	2	(4)	1
Total comprehensive income (loss) for the period	1,170	(133)	1,525

INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) BASIS RESULTS

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

Period ended 30 Jun 2010								
Share capital	Share premium	Retained earnings	Translation reserve	Available-for-sale securities reserve	Shareholders' equity	Non-controlling interests	Total equity	
£m	£m	£m	£m	£m	£m	£m	£m	£m

Reserves

Total comprehensive income for the period	-	-	442	307	419	1,168	2	1,170
Dividends	-	-	(344)	-	-	(344)	-	(344)
Reserve movements in respect of share-based payments	-	-	15	-	-	15	-	15
Change in non-controlling interests arising principally from purchase and sale of property partnerships of the PAC with-profits fund and other consolidated investment funds	-	-	-	-	-	-	3	3
Share capital and share premium								
New share capital subscribed	-	39	-	-	-	39	-	39
Transfer to retained earnings in respect of shares issued in lieu of cash dividends	-	(26)	26	-	-	-	-	-
Treasury shares								
Movement in own shares in respect of share-based payment plans	-	-	8	-	-	8	-	8
Movement in Prudential plc shares purchased by unit trusts consolidated under IFRS	-	-	4	-	-	4	-	4
Net increase in equity	-	13	151	307	419	890	5	895
At beginning of period	127	1,843	3,964	203	134	6,271	32	6,303
At end of period	127	1,856	4,115	510	553	7,161	37	7,198

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Period ended 30 Jun 2009							
	Share capital £m	Share premium £m	Retained earnings £m	Translation reserve £m	Available-for-sale securities reserve £m	Shareholders' equity £m	Non-controlling interests £m	Total equity £m
Reserves								
Total comprehensive income (loss) for the period	-	-	(254)	(298)	423	(129)	(4)	(133)
Dividends	-	-	(322)	-	-	(322)	-	(322)
Reserve movements in respect of share-based payments	-	-	18	-	-	18	-	18
Change in non-controlling interests arising principally from purchase and sale of property partnerships of the PAC with-profits fund and other consolidated investment funds	-	-	-	-	-	-	(22)	(22)
Share capital and share premium								
New share capital subscribed	1	95	-	-	-	96	-	96
Transfer to retained earnings in respect of shares issued in lieu of cash dividends	-	(95)	95	-	-	-	-	-
Treasury shares								

Movement in own shares in respect of share-based payment plans	-	-	7	-	-	7	-	7
Movement in Prudential plc shares purchased by unit trusts consolidated under IFRS	-	-	(8)	-	-	(8)	-	(8)
Net increase (decrease) in equity	1	-	(464)	(298)	423	(338)	(26)	(364)
At beginning of period	125	1,840	3,604	398	(909)	5,058	55	5,113
At end of period	126	1,840	3,140	100	(486)	4,720	29	4,749

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Year ended 31 Dec 2009							
	Share capital £m	Share premium £m	Retained earnings £m	Translation reserve £m	Available-for-sale securities reserve £m	Shareholders' equity £m	Non-controlling interests £m	Total equity £m
Reserves								
Total comprehensive income (loss) for the year	-	-	676	(195)	1,043	1,524	1	1,525
Dividends	-	-	(481)	-	-	(481)	-	(481)
Reserve movements in respect of share-based payments	-	-	29	-	-	29	-	29
Change in non-controlling interests arising principally from purchase and sale of property partnerships of the PAC with-profits fund and other consolidated investment funds	-	-	-	-	-	-	(24)	(24)

Share capital and share premium

New share capital subscribed	2	139	-	-	-	141	-	141
Transfer to retained earnings in respect of shares issued in lieu of cash dividends	-	(136)	136	-	-	-	-	-

Treasury shares

Movement in own shares in respect of share-based payment plans	-	-	3	-	-	3	-	3
Movement in Prudential plc shares purchased by unit trusts consolidated under IFRS	-	-	(3)	-	-	(3)	-	(3)
Net increase (decrease) in equity	2	3	360	(195)	1,043	1,213	(23)	1,190
At beginning of year	125	1,840	3,604	398	(909)	5,058	55	5,113
At end of year	127	1,843	3,964	203	134	6,271	32	6,303

INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) BASIS RESULTS**CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION**

	30 Jun		
	30 Jun 2010	31 Dec 2009	31 Dec 2009
	£m	£m	£m
<u>Assets</u>			
Intangible assets attributable to shareholders:			
Goodwill (note R)	1,465	1,310	1,310
Deferred acquisition costs and other intangible assets (note S)	4,028	4,045	4,049
	5,493	5,355	5,359
Intangible assets attributable to with-profits funds:			
In respect of acquired subsidiaries for venture fund and other investment purposes	124	159	124

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Deferred acquisition costs and other intangible assets	110	111	106
	234	270	230
Total	5,727	5,625	5,589

Other non-investment and non-cash assets: