

Prudential plc (PRU:LN)



London
Stock Exchange

Financials/Life Insurance

Price: 11.35

Report Date: May 8, 2026

Business Description and Key Statistics

Prudential plc is a holding company, which is engaged in providing life and health insurance and asset management solutions to customers across 20 markets in Asia and Africa. The Company is focused on four strategic regions: Greater China, ASEAN, India and Africa. Its multichannel agency and bancassurance distribution platform have around 65,000 monthly active agents. It has developed PRUServices, its digital self-servicing platform in Malaysia. PRUServices enhances the customer journey with real-time feedback capabilities. It is also focused on leveraging artificial intelligence (AI) and data analytics to drive customer experiences, such as claims processing through AI claims adjudication. In its agency business, it is focused on recruitment, alongside embedding and upgrading PRUForce, its digital agency platform which assists agents with leads management and other actionable insights. PRULeads is its digital leads platform within PRUForce.

Website: <https://www.prudentialplc.com/>

ICB Industry: Financials

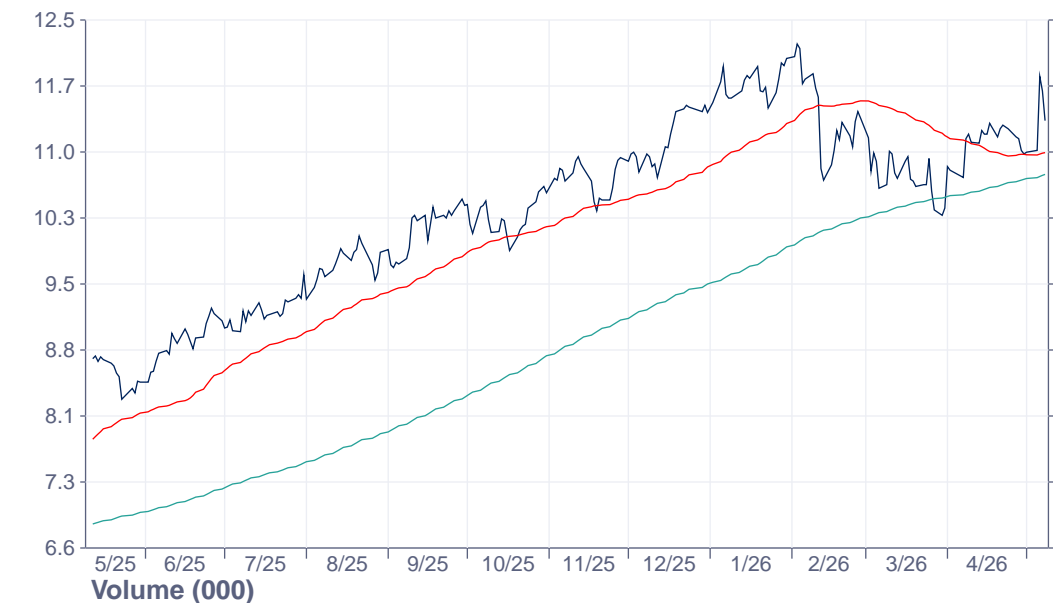
ICB Subsector: Life Insurance

Address: 1 Angel Court
LONDON EC2R 7AG
HKG

Employees: 15,000

	Current	YTY % Chg
Revenue LFY (M)	12,772	7.6
EPS Diluted LFY	1.53	19.9
Market Value (M)	28,922	
Shares Outstanding LFY (000)	2,548,214	
Book Value Per Share	7.89	
EBITDA Margin %	35.80	
Net Margin %	22.4	
Long-Term Debt / Capital %	18.3	
Dividends and Yield TTM	0.20 - 1.73%	
Payout Ratio TTM %	21.6	
60-Day Average Volume (000)	7,177	
52-Week High & Low	12.20 - 8.26	
Price / 52-Week High & Low	0.93 - 1.37	

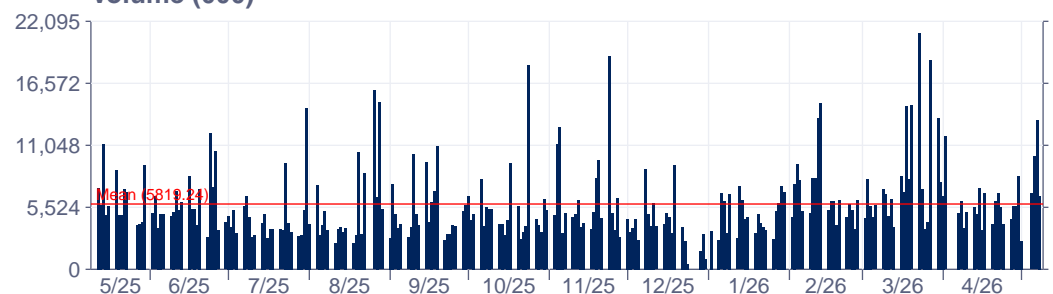
Price, Moving Averages & Volume



Prudential plc is currently trading at 11.35 which is 3.2% above its 50 day moving average price of 11.00 and 5.6% above its 200 day moving average price of 10.75.

PRU:LN is currently 7.0% below its 52-week high price of 12.20 and is 37.3% above its 52-week low price of 8.26. Over the past 52-weeks, PRU:LN is up 35.8% while on a calendar year-to-date basis it is down 0.8%.

The Relative Strength Index (RSI) indicator for PRU:LN is currently 54.45. An RSI value of 70 and above is considered overbought and 30 and below oversold.



— Price — Price (50-Day Simple Moving Average) — Price (200-Day Simple Moving Average)

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Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	-2.83	-2.43	50-Day Average Price	11.00
1-Week %	3.37	4.45	Price / 50-Day Average	1.03
4-Week %	1.29	4.14	200-Day Average Price	10.75
52-Week %	35.83	17.18	Price / 200-Day Average	1.06
Quarter-to-Date %	9.34	8.06	RSI - Relative Strength Index	54.45
Year-to-Date %	-0.83	-3.71	Risk Metrics	
Last Month %	5.78	3.39	Price Volatility	0.21
Last Quarter %	-9.31	-10.89	Sharpe Ratio	-0.07
Last Calendar Year %	79.67	59.75	Sortino Ratio	-0.13

5-Year Price Performance vs. FTSE 350

Prudential plc
FTSE 350 Index

Current: 0.78 CAGR: -4.8%
Current: 1.38 CAGR: 6.8%



Over the past five years, Prudential plc's stock price is down 21.6% which is 60.0% below the FTSE 350 Index performance of 38.4% over the same period. Prudential plc's cumulative annualized growth rate (CAGR) over the five year period has been -4.8% while that of the FTSE 350 Index has been 6.8%.

Over the past year, Prudential plc's stock price performance of 35.8% has outperformed that of the FTSE 350 Index by 17.2%. On a year-to-date basis, Prudential plc's stock price performance of -0.8% has outperformed the FTSE 350 Index by 3.7%.

Over the past week, Prudential plc's stock price performance of 3.4% has outperformed that of the FTSE 350 Index by 4.5%.

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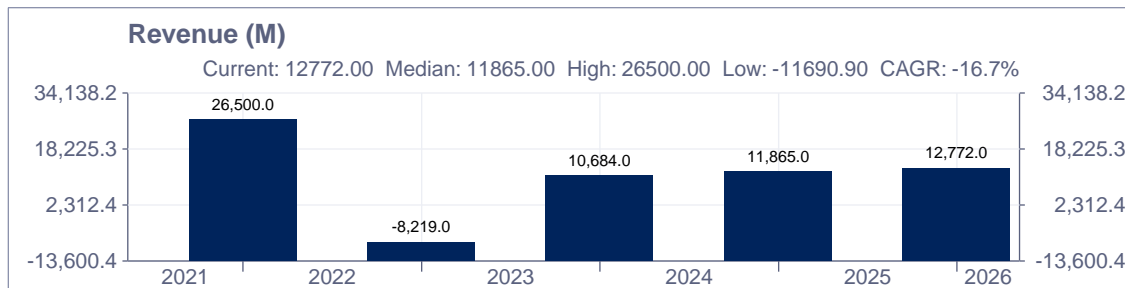
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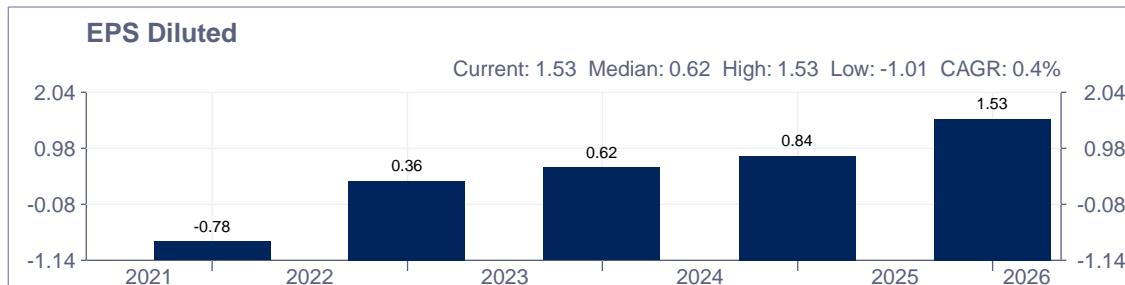
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Growth and Profitability Metrics

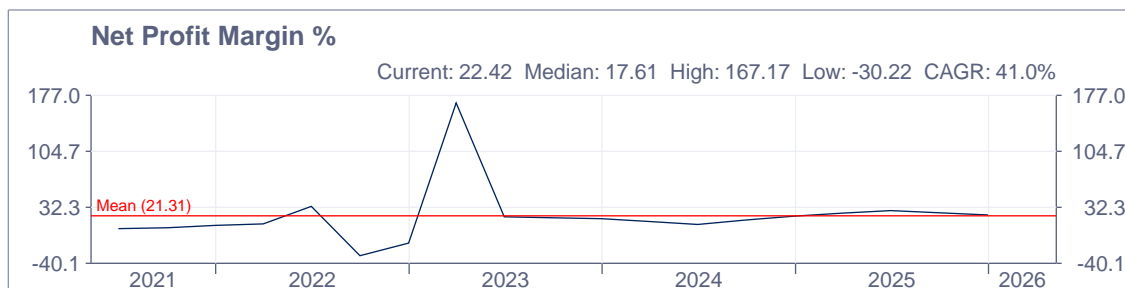
Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %		-25.6	-14.8	Gross Margin %			
Revenues Per Share %		-25.7	-15.0	EBITDA Margin %	35.8	28.1	15.9
EBITDA %	41.0	18.4	-0.9	Pre-Tax Margin %	38.7	28.0	15.7
EPS Diluted %	36.6	4.3	-3.4	Net Margin %	22.4	21.3	12.3
Free Cash Flow %	32.5	4.0	-4.1	Return on Equity %	15.3	12.2	13.8
Cash from Operations %	31.5	4.5	-4.5	Return on Capital %	11.7	9.1	9.2
Book Value %	8.6	-0.3	0.6	Return on Assets %	1.4	1.0	0.8



Prudential plc's cumulative annualized revenue growth rate over the charted period is -16.7%. This compares to cumulative annualized growth of % over the past 3 years.



Prudential plc's cumulative annualized EPS growth rate over the charted period is 0.4%. This compares to cumulative annualized growth of 36.6% over the past 3 years.



Prudential plc's net profit margin of 22.4% is 1.1% above the period's mean net margin of 21.3%. During the charted period, the observed net profit margin high and low were 167.2% and -30.2% respectively.



Prudential plc's return on equity of 15.3% is 3.1% above the period's mean return on equity of 12.2%. During the charted period, the observed ROE high and low were 20.9% and 4.5% respectively.

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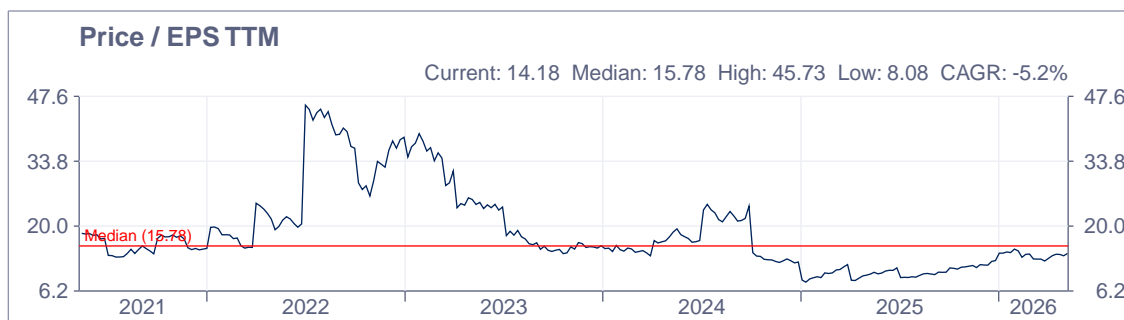
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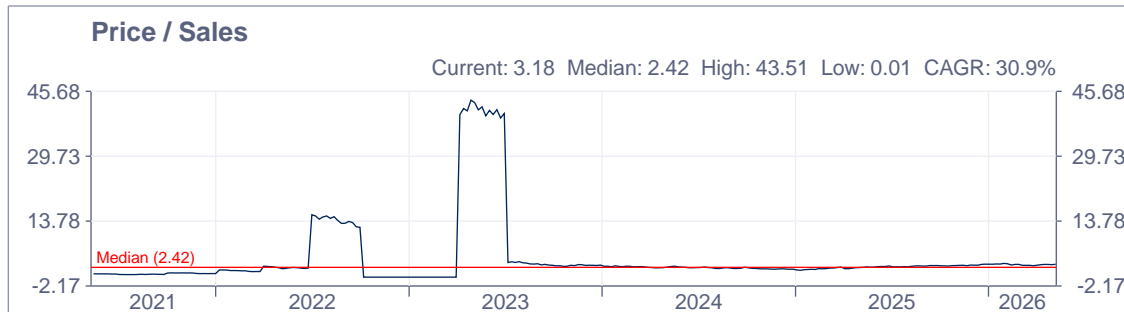
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Valuation Metrics

	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	14.2	15.8	15.1	Earnings Yield %	7.05	6.34	6.64
Price / Sales	3.2	2.4	0.9	Free Cash Flow Yield %	2.89	1.42	1.49
Price / Operating Cash Flow	99.9	99.9	99.9	Dividend Yield %	1.73	1.65	2.33
Price / Book Value	2.0	1.9	2.0	Enterprise Value / EBITDA	9.8	16.9	16.4



Prudential plc is trading at 14.18 times its EPS generated during the latest fiscal year. This multiple is below the historically observed median of 15.78, while high and low observations have been 45.73 and 8.08.



Prudential plc is trading at a Price to Sales ratio of 3.18 based on sales generated during the latest fiscal year. This ratio is above the historically observed median ratio of 2.42, while high and low observations have been 43.51 and 0.01.



Prudential plc is trading at a Price to Book ratio of 1.96 based on book value at the latest fiscal year end. This ratio is above the historically observed median of 1.93, while high and low observations have been 3.55 and 1.12.



Prudential plc has a Free Cash Flow Yield of 2.89% based on free cash flow generated during the latest fiscal year. This value is above the historically observed median yield of 1.42%, while high and low observations have been 8.72 and 0.00.

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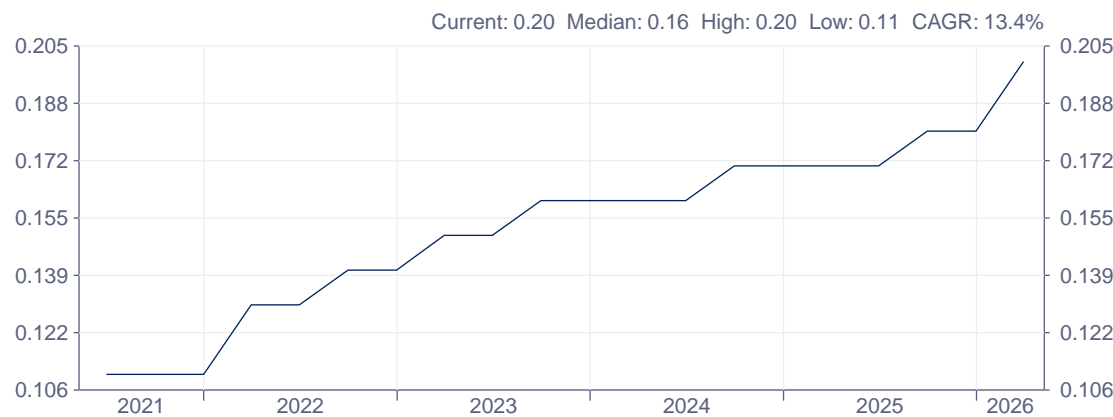
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Dividends Data

Dividends Per Share TTM		0.20	Payout Ratio TTM %		21.61%	Dividend Yield TTM %		1.73%
Rate	Ex Date	Record Date	Payment Date	Currency	Note			
0.139	26-03-2026	27-03-2026	13-05-2026	GBP				
0.057	04-09-2025	05-09-2025	16-10-2025	GBP				
0.123	27-03-2025	28-03-2025	14-05-2025	GBP				
0.052	05-09-2024	06-09-2024	23-10-2024	GBP				
0.113	28-03-2024	02-04-2024	16-05-2024	GBP				
0.052	07-09-2023	08-09-2023	19-10-2023	GBP				
0.105	23-03-2023	24-03-2023	15-05-2023	GBP				
0.050	18-08-2022	19-08-2022	27-09-2022	GBP				
0.094	24-03-2022	25-03-2022	13-05-2022	GBP				
0.039	19-08-2021	20-08-2021	28-09-2021	GBP				
0.075	25-03-2021	26-03-2021	14-05-2021	GBP				
0.040	20-08-2020	21-08-2020	28-09-2020	GBP				

Dividend Growth and Yield

Dividends Per Share TTM



Prudential plc's trailing 12-month dividend per share is 0.20 and its dividend has grown at a cumulative annualized rate of 13.4% over the charted period. This compares to dividend growth of 12.70% over the past year and cumulative annualized growth of 8.40% over the past 3 years.

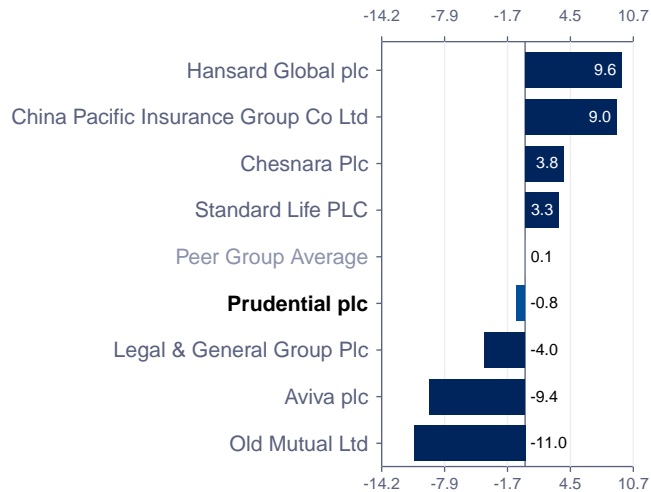
Dividend Yield TTM %



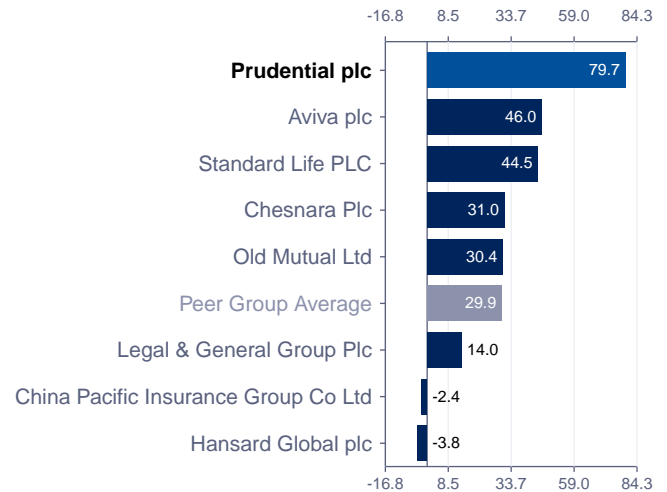
Prudential plc's current dividend yield is 1.73% based on trailing 12 month dividends. The current yield is above the historically observed median of 1.65% and, over the charted time period, the observed high yield has been 2.75% and the observed low yield has been 0.75%.

ICB Subsector Peer Comparisons

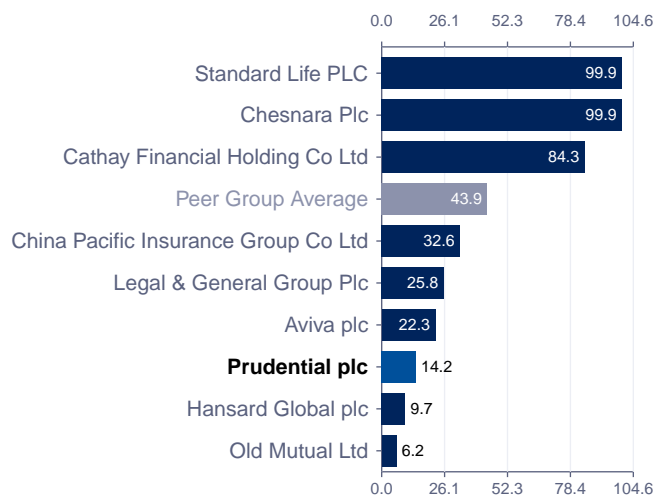
Price Change Year to Date %



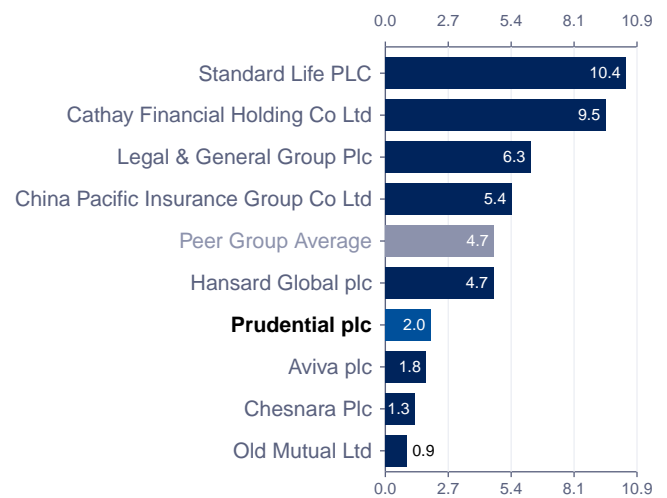
Price Change Last Calendar Year %



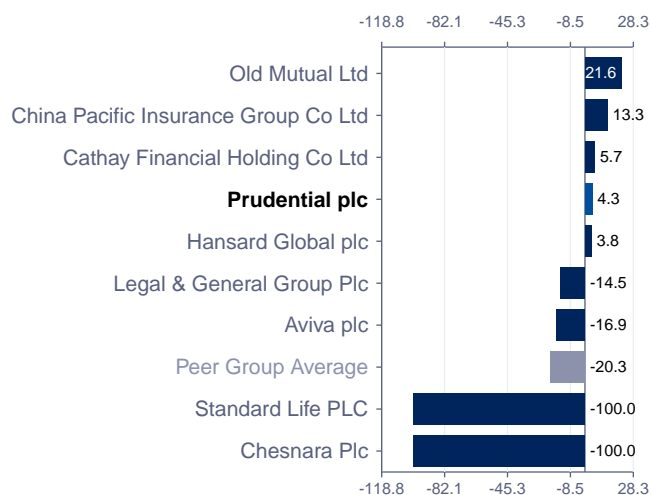
Price / EPS TTM



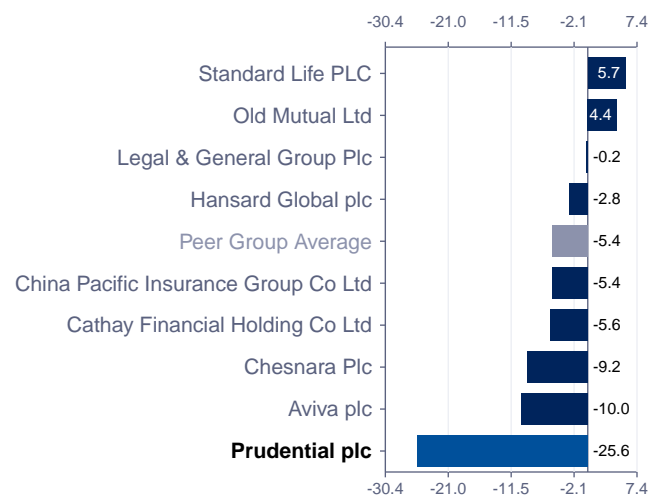
Price / Book Value



EPS 5-Year Growth Rate %



Revenue 5-Year Growth Rate %





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Abbreviations:

CAGR	- Cumulative annual growth rate.
EBIT	- Earnings before interest and taxes.
EBITDA	- Earnings before interest, taxes, depreciation & amortization.
LFY	- Last fiscal year
M	- Million
LON	- London Stock Exchange

Definitions:

Market Value - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

Revenue - Sum of the last four quarters of Revenues.

Revenue Per Share - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

Normalized EPS LFY- EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

60-Day Average Volume (000) - The average of the last 60 daily volume values in thousands of shares.

Price 52-Week High - The high closing price from the last 52 weeks of daily closing prices.

Price 52-Week Low - The low closing price from the last 52 weeks of daily closing prices.

Price / 52-Week High - Latest price divided by the high price from the past 52 weeks of daily closing prices.

Price / 52-Week Low - Latest price divided by the low price from the past 52 weeks of daily closing prices.

50-Day Average Price - Mean of last 50 daily closing prices.

200-Day Average Price - Mean of last 200 daily closing prices.

Price / 50-Day Average Price - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

Price / 200-Day Average Price - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

Relative Strength Index - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is $RSI = 100 - 100 / (1 + RS)$ where $RS = (\text{total gains} / n) / (\text{total losses} / n)$ and $n = \text{number of RSI periods}$. In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

Price Volatility - The standard deviation of the last 20 days of daily closing prices.

Sharpe Ratio - The 5 year average of the excess monthly return over the risk - free rate(1 - month T - bill) over the 5 year standard deviation of the same series.

Sortino Ratio - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

Dividends Per Share TTM - Sum of the last four quarters of Dividends Per Share.

Payout Ratio - Dividends Per Share TTM divided by Normalized EPS TTM.

Dividend Yield TTM % - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

EBITDA - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

Free Cash Flow - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

Book Value Per Share - Total Common Equity last quarter divided by Shares Outstanding last quarter.

Gross Margin % - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

EBITDA Margin % - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

Pre-Tax Margin % - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

Net Profit Margin % - Sum of the last four quarters of Normalized EPS divided by sum of the last four quarters Revenues Per Share.

Return on Equity % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Book Value.

Return on Capital % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Capital Per Share.

Return on Assets % - Sum of the last four quarters of Normalized EPS divided by the average of the last four quarters Total Assets Per Share.

Price / EPS TTM - Weekly Price divided by the sum of the last four quarters of Normalized EPS (capped at 99.9).

Price / Sales - Weekly Price divided by Revenues Per Share TTM.

Price / Book Value - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

Free Cash Flow Yield % - Free Cash Flow Per Share TTM divided by Weekly Price.

Enterprise Value - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

Enterprise Value / Sales - Enterprise Value divided by the sum of the last four quarters of Revenue.

Enterprise Value / EBITDA - Enterprise Value divided by EBITDA TTM.

Enterprise Value / EBIT - Enterprise Value divided by trailing four quarters of Operating Income.

Enterprise Value / Free Cash Flow- Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

Russell 1000 Index - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.

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