

# How we are supporting financial advisers

We want you to know that we don't pay money to any financial adviser for recommending our products or funds but, we do give them support in some or all of the following ways:

- We create emails, video content and materials that they can use to help with their customer communications,
- We help develop and provide third party expert reports and information on our products, investments and services and provide tools and calculators to aid their research, advice processes and business plans,
- We hold seminars, workshops, webinars on our products, investment funds and legislative or regulatory matters,
- We may contribute towards the costs of development activities which your adviser could attend,
- We may provide them with food and refreshments when they attend our business events.

We do this because we believe this support will give them a better understanding of our products and funds when recommending Prudential to their clients.

In addition to this, Prudential also use research, commentary and analysis that we commission or receive free of charge from third party experts to help us to develop investment strategy and to manage the risk within our products.

[pru.co.uk](https://pru.co.uk)

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