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M&G partners with FNZ to expand access to £64bn PruFund range across UK platforms

M&G today announces a partnership with platform technology provider FNZ, paving the way for greater access to its flagship £64 billion PruFund range through many of the leading UK platforms, powered by FNZ.

FNZ, the leader in global, end-to-end wealth management platforms, partners with over 650 of the world's leading financial institutions and more than 12,000 wealth management firms. The partnership means that the PruFund range will become available later this year on FNZ-powered platforms, supported by FNZ's Q-Hub technology, allowing M&G to expand its distribution reach onto third-party platforms for the first time.

PruFund has gained around £64 billion of investment from more than 450,000 individual policyholders in the UK over the last 20 years, advised by 5,000 advice firms. The range has grown to meet a variety of customer needs and risk appetites across major tax wrappers

Advised platform assets in the UK are currently worth over £600 billion¹. There is increasing demand for smoothed solutions offering volatility protection and flexible retirement income solutions for those individuals seeking to preserve capital, as they head towards retirement or draw down income as they enter retirement.

PruFund's globally diverse asset allocation allows retail investors access to private assets capability, the medium to long-term outlook appeals to savers seeking benchmark-beating investment returns (over periods of 10 to 15 years or more) and the fund's smoothing mechanism helps to reduce the impact of market fluctuations, providing a more stable investment and income drawdown experience. Over the last five years the PruFund Growth fund has delivered an annualised return of 7.00%².

Due to its size and scale, customers have exposure to alternative investments such as infrastructure, real estate and unlisted companies, with between 25-30% of the range invested in alternative asset classes, drawing on the heritage and experience of M&G's asset management business of investing in these areas.

Anusha Mittal, Managing Director, Individual Life and Pensions, at M&G, said: "This agreement with FNZ is an important step in our ambition to grow and diversify access to PruFund in the retail advised platform market. We are enabling advisers greater choice and flexibility in how they invest on behalf of their clients by making the market-leading smoothed product available to as many people as possible."



Alastair Conway, Group Head of UK at FNZ, said: “Our ambition is to open up wealth by using our industry-leading technology to make savings products more affordable, personalised and accessible for more people. We’re excited to be bringing M&G’s PruFund range to advisers and their clients via our FNZ-powered UK platforms later this year. This reflects our commitment to expanding investment choice and helping everyone, everywhere invest in their future on their terms.”

-ENDS-

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Notes to Editors:

1. The Langcat (excludes True Potential).
2. Financial Express (FE) 25/03/2020 to 25/03/2025. The figure includes a representative fund management charge of 0.65% and any additional investment expenses, but not any product or advice charges, so the amount an investor would get back would be less than shown here.

About M&G plc

About M&G plc M&G plc is a leading international savings and investments business, managing money for around 4.6 million policyholders and more than 900 institutional clients in 38 offices worldwide. As at 31 December 2024, we had £345.9 billion of assets under management and administration. With a heritage dating back more than 170 years, M&G plc has a long history of innovation in savings and investments, combining asset management and insurance expertise to offer a wide range of solutions. We serve our retail and savings clients under the M&G and Prudential brands in the UK and Europe, and under the M&G Investments brand for asset management clients globally.

About FNZ

FNZ is a leader in global, end-to-end wealth management platforms, partnering with over 650 of the world’s leading financial institutions and over 12,000 wealth management firms.

With 6,000+ employees in 30+ global locations, FNZ’s mission is to open up wealth, helping everyone, everywhere to invest in their future. FNZ removes friction from wealth management, freeing its partners to create hyper-personalized and differentiated experiences for their advisors and end-investors.

To date, FNZ administers more than US\$1.7 trillion in client assets and enables over 24 million people, from all wealth segments, to invest in a simple and transparent way.

For more information, please visit www.FNZ.com and follow us on LinkedIn (@FNZ Group).