

Cambodia

Life insurance	
Market ranking	1st
Population ⁴	16.7m
Penetration ⁵	5%

China

Life insurance	
Market ranking ^{1,8}	4th
Population ⁴	1.4bn
Penetration ⁵	2.3%
Average health protection gap per household ⁶	\$1,724
Eastspring	
Funds under management ⁷	\$9.6bn

Hong Kong

Life insurance	
Market ranking	2nd
Population ⁴	7m
Penetration ⁵	18.3%
Average health protection gap per household ⁶	\$9,156
Eastspring	
Market ranking ⁹	2nd
Funds under management ⁷	\$5.6bn

India

Life insurance	
Market ranking ^{1,9}	3rd
Population ⁴	1.4bn
Penetration ⁵	2.8%
Average health protection gap per household ⁶	\$1,382
Eastspring	
Market ranking	3rd
Funds under management ⁷	\$26.9bn

Indonesia

Life insurance	
Market ranking ^{1,10}	1st
Population ⁴	274m
Penetration ⁵	1.4%
Average health protection gap per household ⁶	\$1,230
Eastspring	
Market ranking	2nd
Funds under management ⁷	\$5.3bn

Japan

Eastspring	
Funds under management ⁷	\$4.1bn

Korea

Eastspring	
Funds under management ⁷	\$14.7bn

Laos

Life insurance	
Market ranking ¹	Top 3
Population ⁴	7m
Penetration ⁵	0.0%

Myanmar

Life insurance	
Population ⁴	54m
Penetration ⁵	0.0%

Malaysia

Life insurance	
Market ranking ^{1,11}	2nd
Population ⁴	32m
Penetration ⁵	3.3%
Average health protection gap per household ⁶	\$6,864

Eastspring

Market ranking	7th
Funds under management ⁷	\$14.0bn

Philippines

Life insurance	
Market ranking ¹	1st
Population ⁴	110m
Penetration ⁵	1.2%
Average health protection gap per household ⁶	\$1,406

Singapore

Life insurance	
Market ranking ^{1,12}	2nd
Population ⁴	6m
Penetration ⁵	6.0%
Average health protection gap per household ⁶	\$13,776
Eastspring	
Market ranking ⁹	5th
Funds under management ⁷	\$137.6bn

Taiwan

Life insurance	
Market ranking ¹	10th
Population ⁴	24m
Penetration ⁵	16.5%
Average health protection gap per household ⁶	\$4,823
Eastspring	
Funds under management ⁷	\$9.1bn

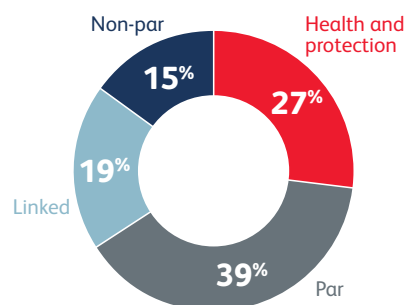
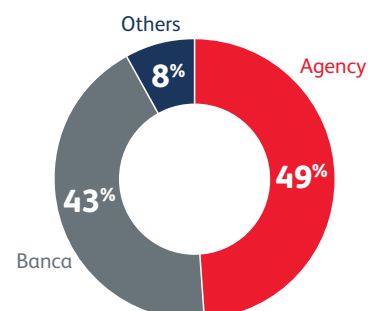
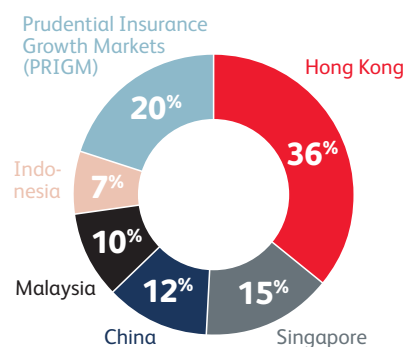
Thailand

Life insurance	
Market ranking	8th
Population ⁴	70m
Penetration ⁵	3.3%
Average health protection gap per household ⁶	\$287
Eastspring	
Market ranking (TMBAM + TFund)	5th
Funds under management ⁷	\$14.3bn

Vietnam

Life insurance	
Market ranking ¹	3rd
Population ⁴	97m
Penetration ⁵	1.4%
Average health protection gap per household ⁶	\$1,251
Eastspring	
Market ranking	9th
Funds under management ⁷	\$5.7bn

Footnotes on page 8

Diversified APE mix (by product), FY20

Diversified APE mix (by channel), FY20

Diversification NBP mix (by geography), FY20


Distribution

\$112m of APE Sales

52% unrounded | **+51%** APE Sales growth



Agency

+71% APE sales growth
All 8 markets with MDRT agents



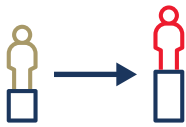
Bancassurance

+84% APE sales growth
Optimising strategic partnership

Rapid expansion

Serving customers in 8 markets through our agents, partners and employees

Population of Africa



1.3bn 2019 | **>2bn** 2050



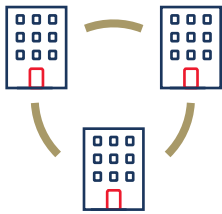
1,200,000+
customers



11,000+
agents

Access to

600+



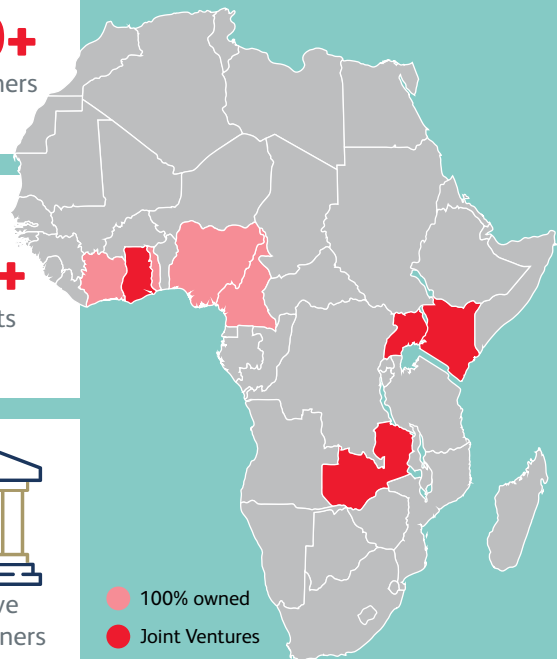
bank branches

2

mobile
telecommunications
partners



6
exclusive
bank partners



● 100% owned
● Joint Ventures

Note: Data as at 31 December 2019, unless stated otherwise. All facts include the impact from the acquisition of Group Beneficial which completed on 9 July 2019.

1. United Nations, Department of Economic and Social Affairs, Population Division (2019). World Population Prospects: The 2019 revision.

2. Excludes micro insurance customers.

Ghana 2014



- Acquisition of Express Life
- 2015: Distribution partnership with Société Générale
- 2015: Distribution partnership with Fidelity Bank
- 2016: Distribution partnership with CAL Bank
- 2018: Distribution partnership with Standard Chartered

Kenya 2014



- Acquisition of Shield Assurance

Uganda 2015



- Acquisition of Goldstar Life Assurance

Zambia 2016



- Acquisition of Professional Life Assurance
- 2018: Distribution partnership with Zanaco

Nigeria 2017



- Acquisition of majority stake in Zenith Life of Nigeria
- 2017: Distribution partnership with Zenith Bank

Cameroon Côte d'Ivoire Togo 2019



- Acquisition of majority stake in Group Beneficial

Supporting our communities



COVID-19



Customers

- COVID-19 protection
- Acceleration of claims payment
- Flexible premium payment options



Staff & agents

- Flexible work from home support
- Digital tool roll-out
- Online training and education programme

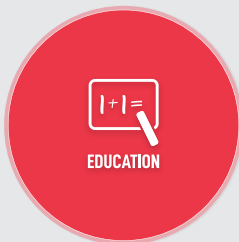


Community

- Launched COVID-19 Relief Fund of \$2.5m
- Launched COVID-19 Vaccine Full Care Fund
- Launched Cha-Ching Kid\$ at Home
- SAFE STEPS COVID-19 Programme



Prudence Foundation is the community investment arm of Prudential plc in Asia and Africa. Its mission is to secure the future of Asian and African communities by enhancing **education, health and safety.**



Flagship programmes

A multi-platform public awareness programme to spread and share life-saving information. The programme at its peak reached over **250 million** people a day in Asia and up to **80 million** people a month in Africa via multi-sectors partnerships. The SAFE STEPS D-Tech (Disaster Tech) Awards aim to find, fund and support innovative technology solutions which save lives in natural disaster events.



We support several programmes to advance Early Childhood Development (ECD) in Asia:

Early Childhood Development (ECD)

- Partnership with UNICEF to develop a regional ECD strategy aligned to Nurturing Care Framework focusing on the first 1,000 days
- Supporting China Development Research Foundation on their rural-focused ECD programme
- The First Read programme with Save The Children has benefitted more than **157,000 children** and **173,000 adults** between 2013-2019

A capacity-building programme that equips students, teachers and governments to build education resilience against disasters. More than **130,000 children and adults** have been trained since 2013. We also support the Philippines' Department of Education to develop a Comprehensive Safe School Ecosystem, potentially benefitting over **20 million students** and almost 47,000 schools nationwide.

Safe Schools

An award-winning financial literacy programme for young children including a series of educational cartoons reaching over **35 million households** every day and a website providing additional resources for children, parents and teachers. The teacher-led Cha-Ching Curriculum is implemented in 14 countries across Asia and Africa benefitting over **600,000 students** and over **15,000 teachers** to date.



Notes for Page 3

- ¹ Based on full year 2020 (calendar year 2020 for India), or the latest information available. Sources include formal (eg competitors' results release, local regulators and insurance association) and informal (industry exchange) market share data. Ranking based on new business (APE sales, weighted full year premium or full year premium depending on availability of data) or total weighted revenue premiums. Full year data is not yet available for Cambodia, or Laos, full year 2019 data has been used instead. For Hong Kong and the Philippines, ranking based on new business for the first nine months of 2020.
- ² Source: Asia asset management – Fund manager surveys. Based on assets sourced in Asia, excluding Japan, Australia and New Zealand. Ranked according to participating firms only.
- ³ Increase stated on an actual exchange rate basis.
- ⁴ United Nations, Department of Economic and Social Affairs, Population Division, World Population Prospects 2019 Revision (2020 estimates).
- ⁵ Source: Swiss Re Institute; Sigma Explorer: World insurance, 2019 – life insurance penetration (premiums as a percentage of GDP).
- ⁶ Source: Swiss Re Institute: The health protection gap in Asia, October 2018. Average gap per household is calculated as 'total health protection gap divided by estimated number of households hospitalised under the mentioned gap range'. In this report, the definition/scope of 'Asia' is the 12 markets surveyed: China, Hong Kong, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.
- ⁷ Full year 2020 total funds under management, including external funds under management, money market funds, funds managed on behalf of M&G plc and internal funds under management, reported based on the country where the funds are managed.
- ⁸ Total joint venture/foreign players only.
- ⁹ Private players only.
- ¹⁰ Excludes Jiwasraya.
- ¹¹ Includes Takaful, excludes Group business.
- ¹² Includes onshore only
- ¹³ Based on onshore domiciled mutual funds