



## Powerful Pan-Regional Franchise

For over 95 years, we have built and will grow our high-performing business to deliver long-term benefits to our customers, shareholders and communities in Asia.



### Market-Leading Insurer



A diversified multi-channel distribution platform serving **15 million+** customers



**Top 3** position in **9 Asian markets**



Access to **3.7 billion** population



**600,000+** agents



Access to **19,000+** bank branches



Comprehensive range of **savings, protection, health** products



### Leading Asia-based Asset Manager

**eastspring investments**



**US\$220 billion** in total assets under management



Unrivalled footprint with a presence in **11 major Asian markets** and distribution offices in North America and Europe



Named **Best Asset Management House<sup>1</sup>, Best Asian Fixed Income Fund-Local Currency<sup>2</sup>, Best Fund House in Asia<sup>3</sup>**



**300+** investment professionals



Investment solutions across a **range of asset classes** including equity, fixed income, multi asset solutions, quantitative and alternative strategies



Signatory to the **United Nations-supported Principles for Responsible Investment**



## Diversified and Quality Growth

24 businesses in 15 markets

### Asian market operations established since

Life Insurance		Asset Management
<b>1924</b>	Malaysia	<b>2001</b>
<b>1931</b>	Singapore	<b>1994</b>
<b>1964</b>	Hong Kong	<b>2007</b>
<b>1995</b>	Indonesia	<b>2012</b>
<b>1995</b>	Thailand	<b>2018</b>
<b>1996</b>	Philippines	
<b>1999</b>	Taiwan	<b>2000</b>
<b>1999</b>	Vietnam	<b>2004</b>
<b>2000</b>	India	<b>1998</b>
	Japan	<b>1999</b>
<b>2000</b>	China	<b>2005</b>
	South Korea	<b>2002</b>
<b>2013</b>	Cambodia	
<b>2016</b>	Laos	
<b>2019</b>	Myanmar	



## Financial Strength

Resilient performance in Asia in first-half 2020 (on a constant exchange rate basis)

### Total Weighted Premiums

**\$ 11.4 bn**

with 95% customer retention rate

### IFRS Operating Profit

**+14%<sup>4</sup> to \$ 1.73 bn**

Double-digit growth for

**10** businesses including Eastspring Investments

### Embedded Value

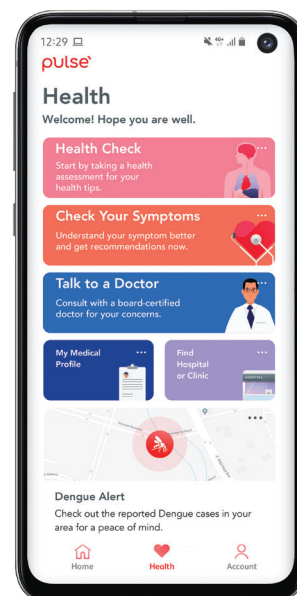
**\$ 37.3 bn +5%<sup>4</sup>**

<sup>1</sup> 2018 Best of the Best Awards by Asia Asset Management  
<sup>2</sup> 2020 Asian Local Bond Fund Awards by Asia Asset Management  
<sup>3</sup> 2020 Professional Investments Awards by Insights & Mandate

<sup>4</sup> compared with 30 June 2019

Prudential is playing a greater role in providing affordable and accessible healthcare to everyone across Asia.

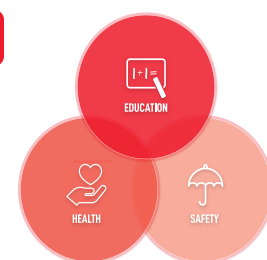
**Pulse by Prudential**, our artificial intelligence-powered app, was first introduced in Malaysia in 2019 and is now available in 11 markets in the region. Supported by a growing suite of regional and local service providers, Pulse empowers people to take control of their personal health and wellbeing anytime, anywhere.



## Supporting our Communities



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. Our flagship programmes:



A multi-platform mass awareness education programme that provides vital lifesaving tips on natural disasters, road safety and first aid. More than **250 million people** are reached every day via multi-sector partnerships.



An award-winning financial responsibility programme that instils sound financial habits and promotes financial responsibility in children. More than **34 million households** are reached every day and **900,000 children** have benefitted from its school contact and curriculum programme.

## ECD

We have been focusing on two early childhood development (ECD) programmes – **First Read** which is a partnership with **Save the Children** and has benefitted more than **157,000 children** and **173,000 adults** since 2013, and our rural-focused programme with the **China Development Research Foundation**.

## Safe Schools

A capacity-building programme that equips students, teachers and governments with disaster preparedness knowledge and skills. More than **90,000 children** and **42,000 adults** have been trained since 2013.



## Prudential plc: An International Financial Services Group

- Founded in London in 1848
- Operations spanning Asia, the US and Africa
- More than 20 million customers worldwide\*
- Listed on the stock exchanges of:
  - London (PRU.L)
  - Hong Kong (2378.HK)
  - Singapore (K6S.SG)
  - New York (PUK.N)

\* Figures as of 30 June 2020