Prudential Corporation Asia

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 **nine Asian markets**
- Access to **3.6 billion** population
- **600,000+** agents
- Access to **18,000+** bank branches
- Comprehensive range of **savings, protection, health** products

Leading Asia-based Asset Manager

eastspring investments

- **US$241 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 **Asian Bonds (10 Years), WFOE House (China), Fintech Innovation (Malaysia), Fund Launch of the Year (Thailand)**[1]
- **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
1924	Malaysia	2001
1931	Singapore	1994
1964	Hong Kong	2007
1995	Indonesia	2012
1995	Thailand	2018
1996	Philippines	
1999	Taiwan	2000
1999	Vietnam	2004
2000	India	1998
	Japan	1999
2000	China	2005
	South Korea	2002
2013	Cambodia	
2016	Laos	
2019	Myanmar	

1 2020 Asia Asset Management - Best of the Best Awards (Regional and Country)

Financial Strength

Strong performance in Asia in 2019

(at constant exchange rates)

Asia APE sales

+4% Asia total

+17% Asia ex HK

FY2019 APE vs FY2018 CER[2]

IFRS Operating profit

+14%

Growth on prior year IFRS operating profit[2] to $3.3bn

Asia NBP

+2% Asia total

+29% Asia ex HK

FY2019 NBP vs FY2018 CER[2]

LCSM surplus[3, 4]

$9.5bn

Coverage ratio: 309%

2 On a constant exchange rate basis

3 Shareholder basis. Based on Group Minimum Capital Requirement. Until Hong Kong's Group Wide Supervision (GWS) framework comes into force, Prudential will apply the local capital summation method (LCSM) that has been agreed with the Hong Kong IA to determine group regulatory capital requirements

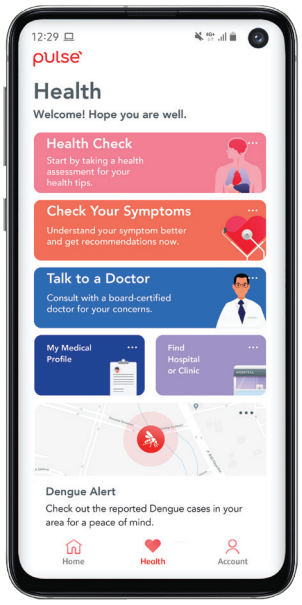
4 Before allowing for the payment of the 2019 second interim ordinary dividend

Figures as of 31 December 2019

Updated March 2020

pulse by Prudential

Revolutionising the Future of Healthcare



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 will be 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.

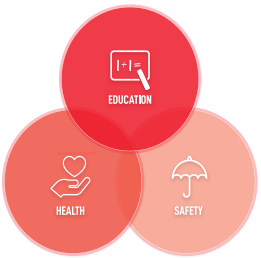
Health Assessment | Symptom Checker | Online Consultation | Fitness Tracker

Available on the App Store | GET IT ON Google Play

Supporting our Communities

PRUDENCE FOUNDATION

Prudence Foundation is the community investment arm of Prudential in Asia. Its mission is to secure the future of Asian communities by enhancing education, health and safety. Our flagship programmes:



SAFE STEPS / SAFE STEPS KIDS

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.

CHA-CHING

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 **700,000 children** have benefited from its school content 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 **43,000 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 31 December 2019

www.prudentialcorporation-asia.com