

The background features a stylized, light gray outline of a person's face, possibly a woman, with a serene expression. Overlaid on this are several thick, expressive red brushstrokes that resemble traditional East Asian calligraphy. One prominent stroke is a horizontal band across the forehead area, while others are more vertical and curved, suggesting characters or decorative elements.

Prudential Corporation Asia

September 2018

Agenda

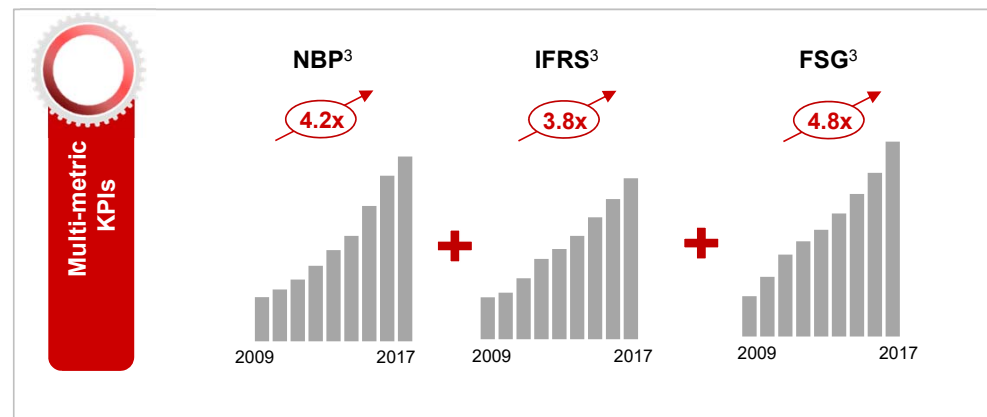
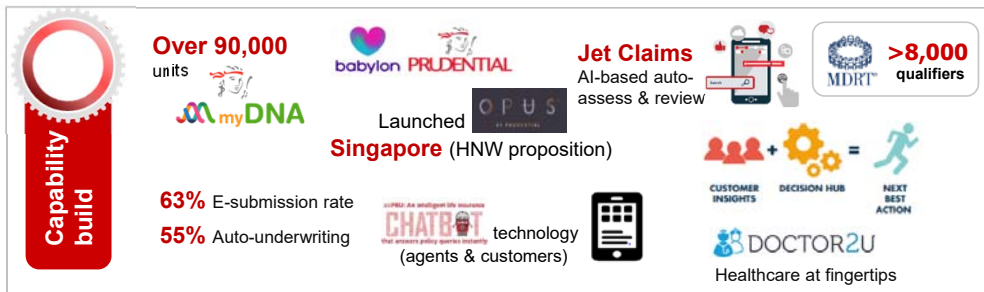
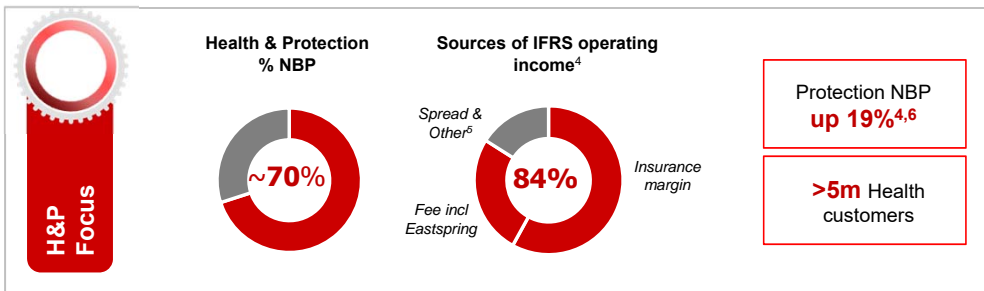
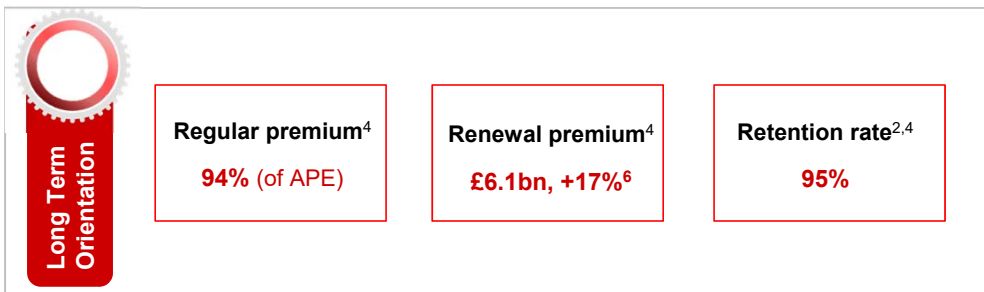
Summary

HY18 Results Recap

Strategic Update

Prudential Corporation Asia

Performance levers



1. Asia life income includes insurance income, fee income, with profits income and expected returns on shareholder assets and excludes margin on revenues.
 2. Stated for PCA excluding India
 3. CER
 4. HY18
 5. Comprises spread income, with-profits and expected return on shareholder assets.
 6. Year on year growth
 7. Share purchase agreement was signed on 25 July 2018. The acquisition is subject to regulatory approval, which is expected to be completed by early October.

Agenda

Summary

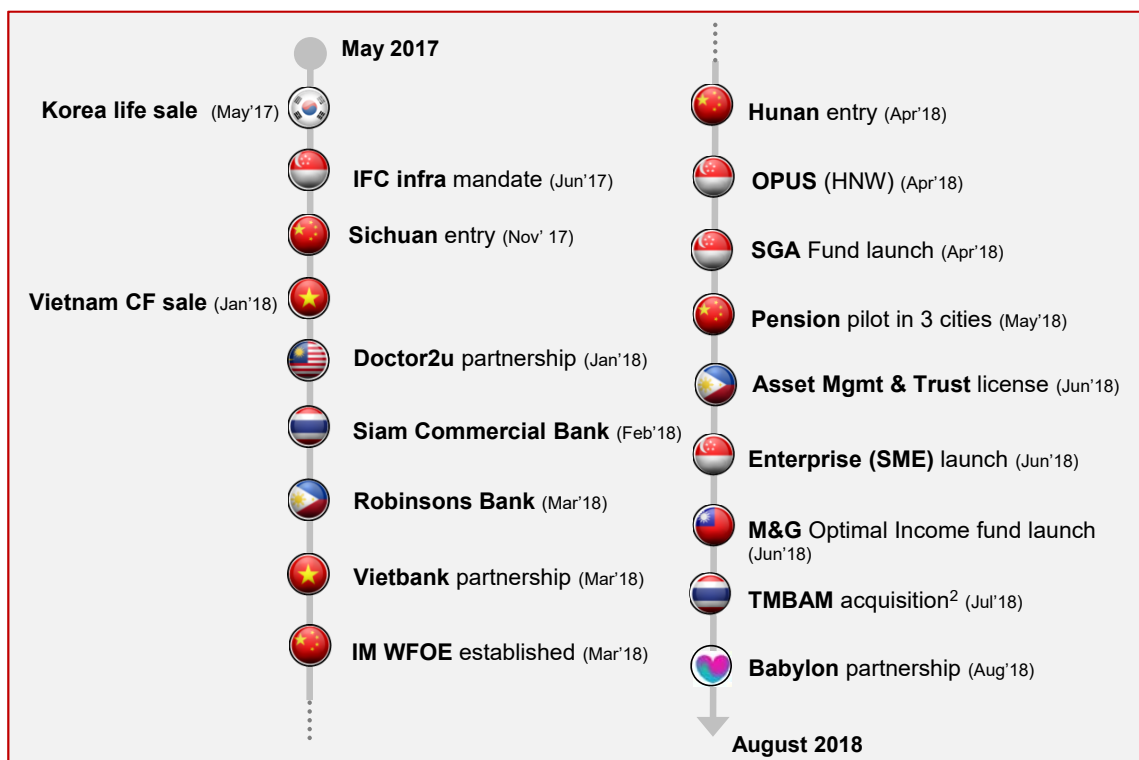
HY18 Results Recap

Strategic Update

HY18 Results

Adding capabilities while delivering strong performance

Active portfolio management and capability expansion



Double-digit growth across key metrics

New business profit¹ £ **1,122**m + **11%**

IFRS operating profit¹ £ **1,016**m + **14%**

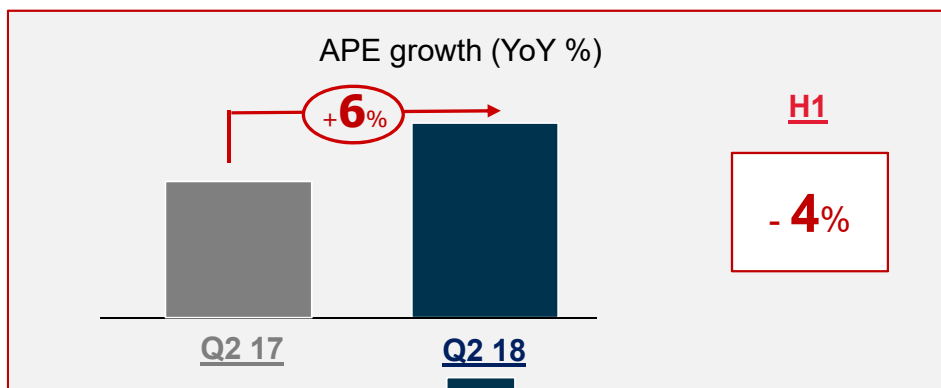
Free surplus generation¹ £ **590**m + **14%**

1. Growth rates indicate variances against prior year on a constant exchange rate basis.
2. Share purchase agreement was signed on 25 July 2018. The acquisition is subject to regulatory approval, which is expected to be completed by early October.

HY18 Results

Pivot to value with sales momentum recovering in Q2

Record 2Q APE



Hong Kong +**13%**

Thailand +**53%**

China +**21%**

Philippines +**15%**

Vietnam +**15%**

Cambodia +**21%**

NBP

Agency +**11%**

Bancassurance +**14%**

8 Countries with double digit growth

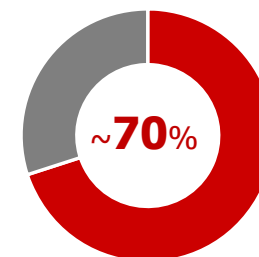
Hong Kong +**14%**

China +**15%**

Singapore +**20%**

H&P NBP¹ +**19%**

Health & Protection
% NBP



1. Growth rates indicate variances against prior year on a constant exchange rate basis.

HY18 Results

Resilient growth underpinned by recurring premium, protection focused business

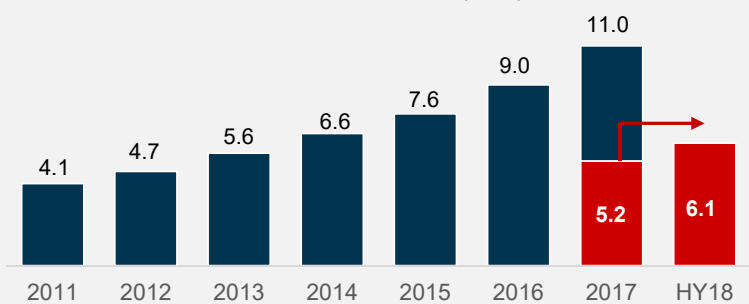
IFRS

>£1bn for the first time at HY

6 Life markets with double digit growth

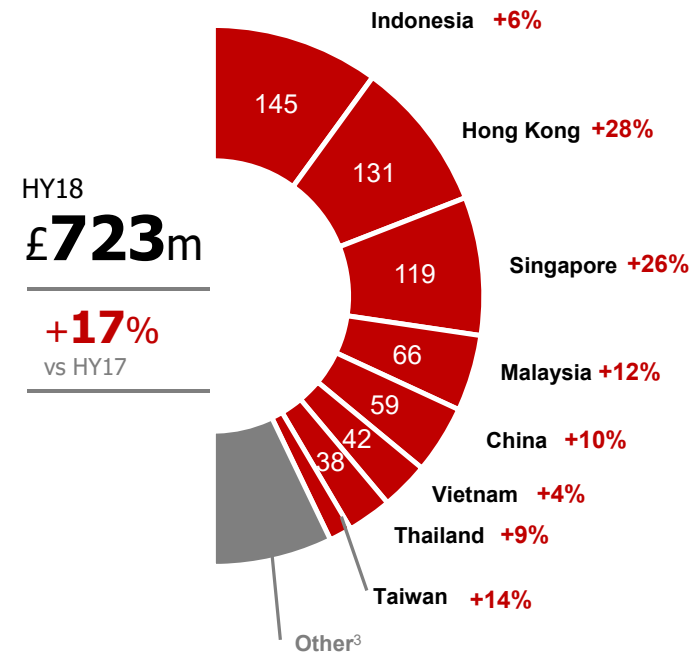
+13% Eastspring

Renewal Premiums (£bn)²



Renewal premium
+17%

Contribution from Insurance margin¹



1. Growth rates indicate variances against prior year on a constant exchange rate basis.
 2. Represents gross earned premiums for contracts in second and subsequent years, comprising Asia segment IFRS gross earned premium less gross earned premiums relating to new regular and single premiums, plus renewal premiums from joint ventures. CER excluding Korea
 3. Other represents Philippines, India, Cambodia, Laos and non-recurring

Agenda

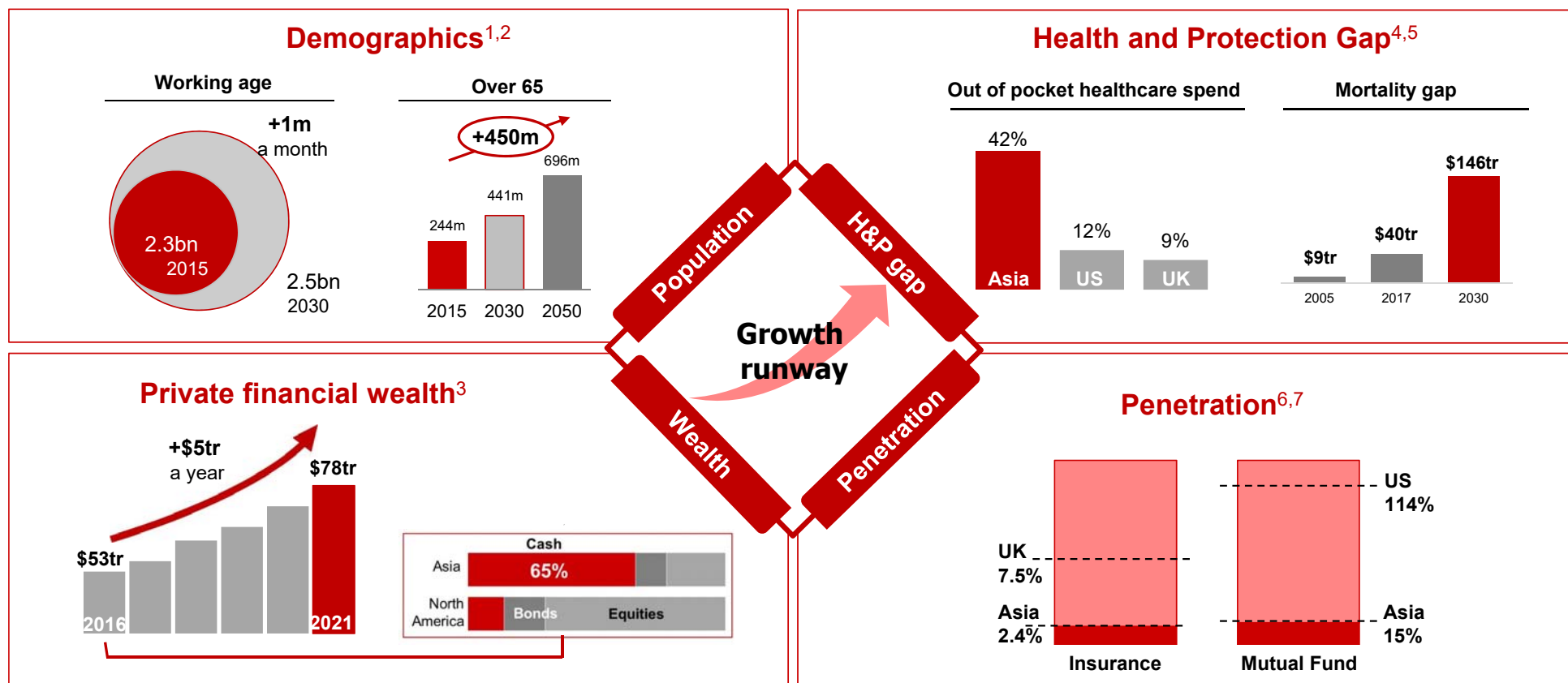
Summary

HY18 Results Recap

Strategic Update

Opportunity

Significant long term growth opportunity



1 United Nations, Department of Economic and Social Affairs, Population Division (2015), World Population Prospects: The 2015 Revision, DVD Edition, 15

2 Working age population: 15-64 years

3 Source BCG Global Wealth 2017, Navigating the New Client Landscape

4 World Health Organisation - Global Health Observatory data repository (2013), Out of pocket as % of Total Health Expenditure, Asia calculated as average out of pocket

5 Source: Swiss Re Mortality protection gap in Asia 2018, Numbers are based on PCA footprint and use per capita income of working population as the base unit to calculate the size of the gap.

6 Insurance penetration source Swiss Re Sigma 2015, Insurance penetration calculated as premiums in % of GDP, Asia penetration calculated on a weighted population basis

7 Investment Company Institute and industry associations as of December 2017, FUM as a % of GDP.

Footprint

Leading pan-regional franchise

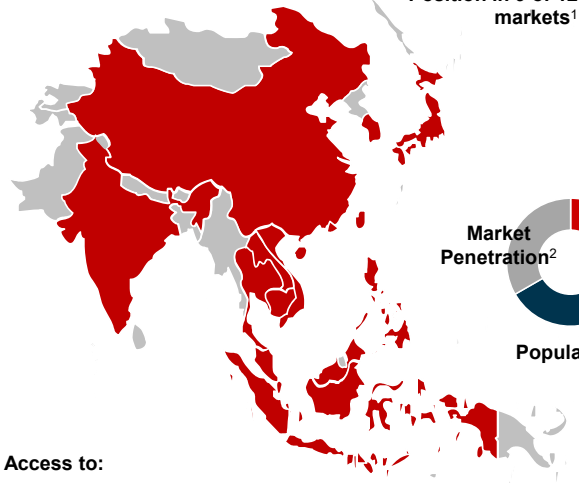
Pru Asia footprint

15m

Pru life customers

Top 3

Position in 9 of 12 markets¹

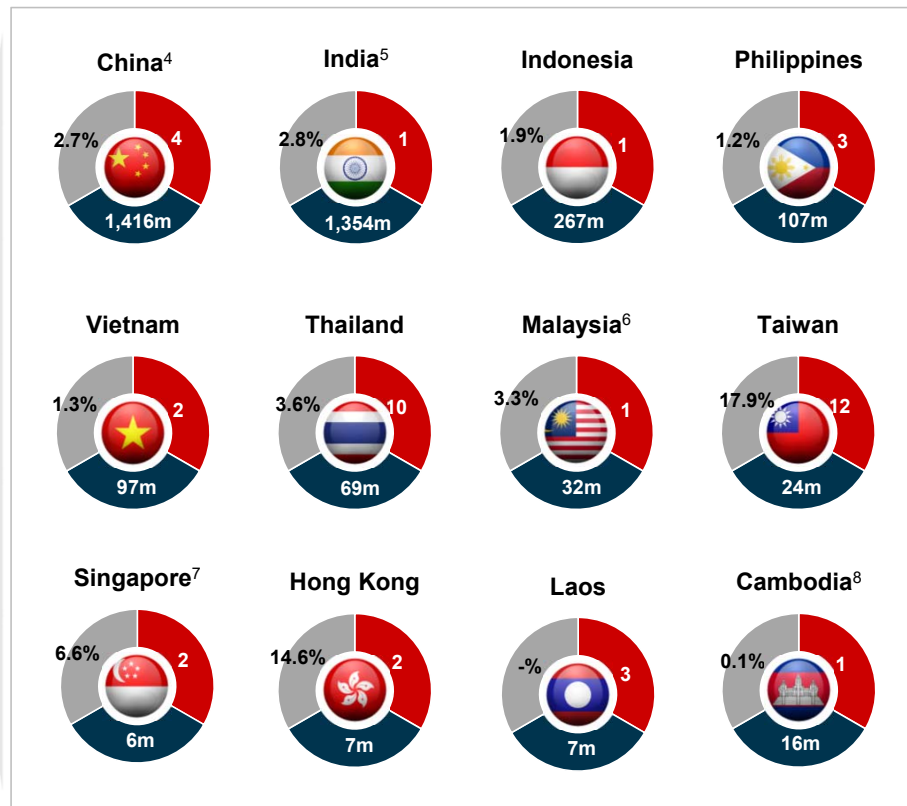


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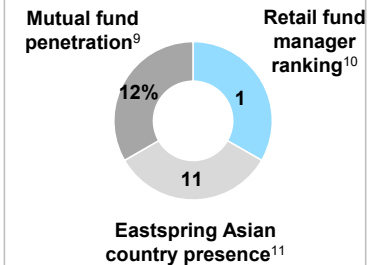
3.6bn

Population

Life portfolio



Asset Management



Market leading pan regional Asian Retail Fund Manager¹⁰

¹ Top 3 in 9 of 12 countries. As per Group's FY2017 disclosures.

Source: Based on formal (Competitors' results release, local regulators and insurance associations) and informal (industry exchange) market share data. Ranking based on new business (APE or weighted FYP depending on the availability of data).

² Market penetration: Swiss Re – based on insurance premiums as a percentage of GDP in 2017 (estimated).

³ United Nations, Department of Economic and Social Affairs, Population Division, World Population Prospects 2017 Revision.

⁴ Ranking amongst foreign JVs.

⁵ Ranking amongst private players, share among all players on a fiscal year basis excluding Group business.

⁶ Excludes Group business.

⁷ Singapore includes onshore only, excluding Eldershiel and DPS.

⁸ First year gross premiums.

⁹ Source: Investment Company Institute, industry associations and Lipper as of Q116. Datastream as of Jun 2016.

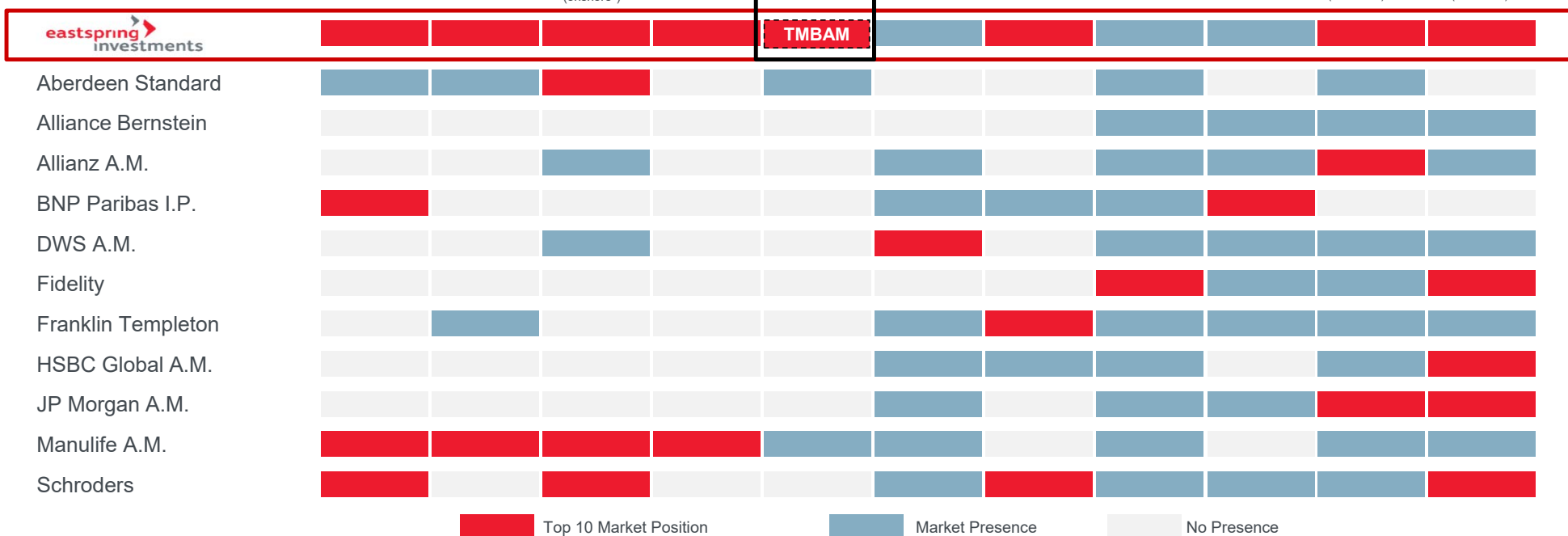
¹⁰ Source: Asia Asset Management – Fund Manager Surveys. Based on assets sourced in Asia ex- Japan, Australia and New Zealand. Ranked according to participating firms only.

¹¹ Eastspring has a presence in 11 markets across the region following its recent entry into Thailand in July; the completion of this transaction is subject to local regulatory approval. Sales offices in UK, US and Luxembourg.

Footprint

Leading pan-regional franchise

The broadest Asian Onshore footprint



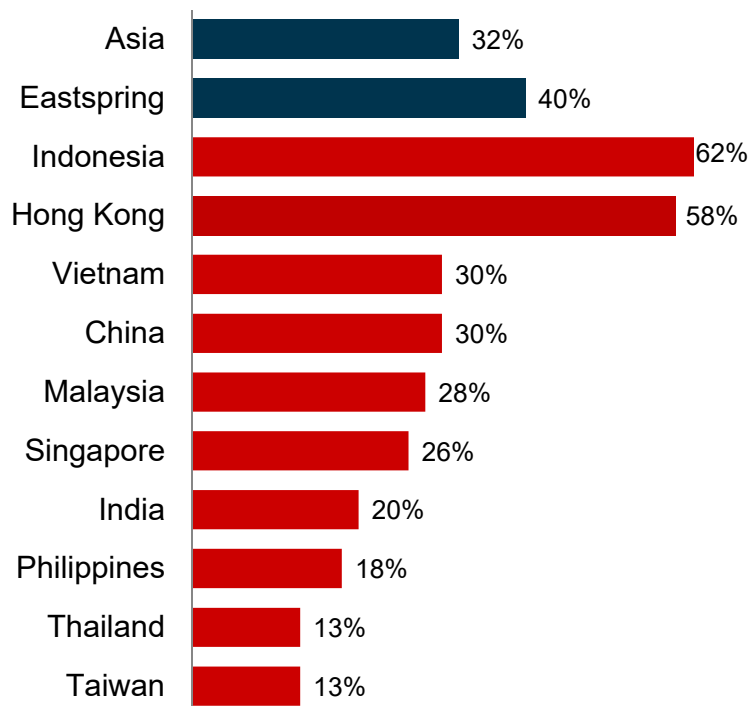
■ Top 10 Market Position
 ■ Market Presence
 ■ No Presence

Sources: Singapore, Malaysia, Thailand and Hong Kong (Morningstar), Korea (Korea Financial Investment Association), India (Association of Mutual Funds in India), Japan (Investment Trusts Association, Japan), Taiwan (Securities Investment Trust & Consulting Association of R.O.C.), China (Z-Ben), Indonesia (Otoritas Jasa Keuangan), Vietnam (State Securities Commission of Vietnam), as at Dec 2017. Eastspring JVs include HK, India and China. Japan reflects Publicly Offered Investment Trusts market presence. China reflects public mutual funds market presence. Vietnam reflects open-ended mutual funds market presence only. *Market presence based on whether the AMCs offer onshore domiciled funds. Market ranking and AUM based on 100% shareholdings.

Strategic context

High return businesses with significant runway

Return on Equity¹



Opportunity

	Population ² (m)	Market penetration ³ (%)	Prudential customers as % of population
Asia	3,580	2.4%	0.4%
Indonesia	267	1.9%	0.9%
Hong Kong	7	14.6%	19% ⁴
Vietnam	97	1.3%	1.5%
China	1,416	2.7%	0.1%
Malaysia	32	3.3%	7.0%
Singapore	6	6.6%	15%
India	1,354	2.8%	0.3%
Philippines	107	1.2%	0.3%
Thailand	69	3.6%	2.2%
Taiwan	24	17.9%	0.9%

1. Return on Equity – using 2017 post tax operating profit and opening shareholders equity after removal of central elimination adjustments predominantly in Singapore and Malaysia

2. Population total includes Laos, Cambodia, Japan and Korea. Source: United Nations Dept of Economic and Social Affairs. Population division 2017 Revisions

3. Market penetration – Swiss Re Sigma based on insurance premiums as a percentage of GDP in 2016 (estimated)

4. Hong Kong customers includes customers from Mainland China not incorporated in the population total

Strategic priorities

Asia Accelerate

Leverage scale

Expand health & protection

Penetrate wealth

Enhance the core

- ▶ Broaden flagship product range
- ▶ Expand distribution and drive efficiency
- ▶ Collaborate with non-traditional partners
- ▶ Increase automation and embed digital capability

Create 'best-in-class' health capability

- ▶ Narrow mortality protection gap
- ▶ Grow participation in health and medical segments
- ▶ Build-out presence in SME¹ segment
- ▶ Expand value added services

Accelerate Eastspring

- ▶ Strengthen and expand investment offering
- ▶ Diversify investment styles
- ▶ Enhance distribution capabilities
- ▶ Build digital enablers

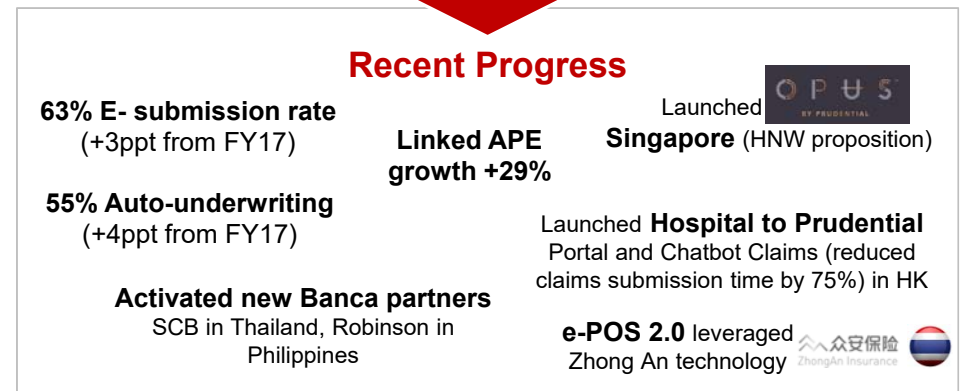
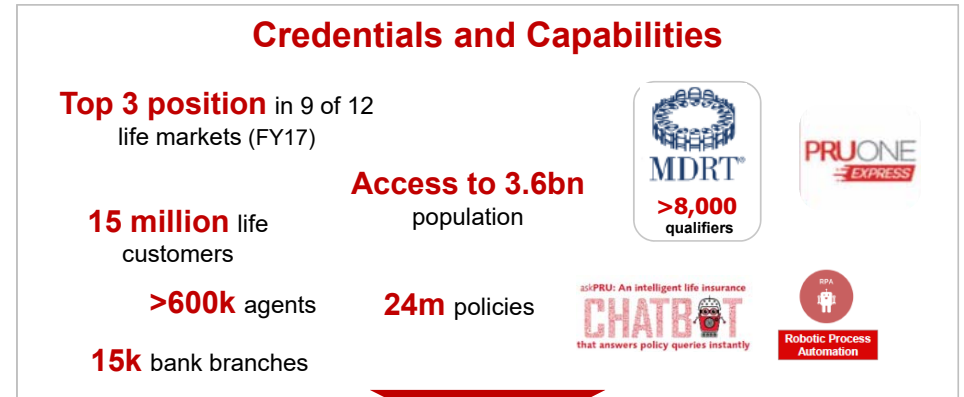
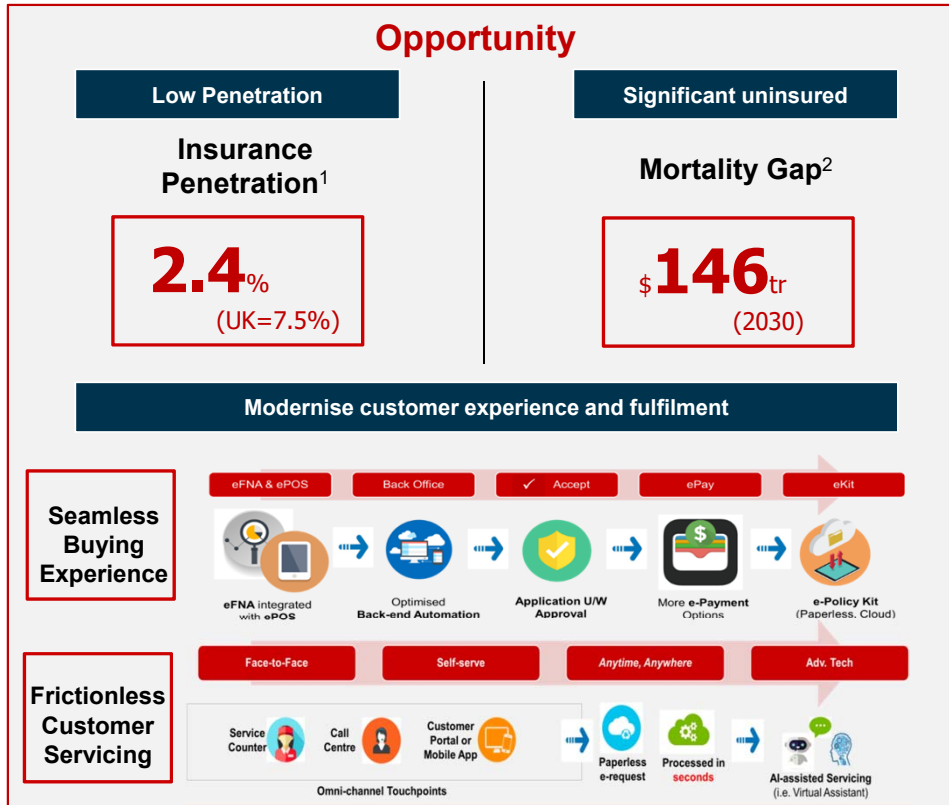
Expand presence in China

- ▶ Grow into footprint
- ▶ Preserve leading edge operational capabilities
- ▶ Deepen asset management presence
- ▶ Pursue optionality to increase participation

¹ SME – Small and medium size enterprises

Strategic priorities

Enhance the core



Strategic priorities

Create 'best-in-class' health capability

Opportunity

<p>Ageing population</p> <p>+65 Asia population</p> <p>+450m (2015-2050)</p>	<p>Significant uninsured</p> <p>Health Protection Gap¹</p> <p>US\$ 1.8tn (2020E)</p>
<p>Rising Chronic Disease</p> <p>Size of Protection Gap due to Chronic Illness¹</p> <p>~45%</p>	<p>Regulatory changes</p> <ul style="list-style-type: none"> Launch Voluntary Health Insurance Scheme in 2019 MediShield changes effective 2019 Income tax deductibility for qualified health insurance premiums (2017) Tax deductibility of health insurance premiums (2017) Introduction of mandatory BJPS health insurance scheme

Diabetic Asia population²

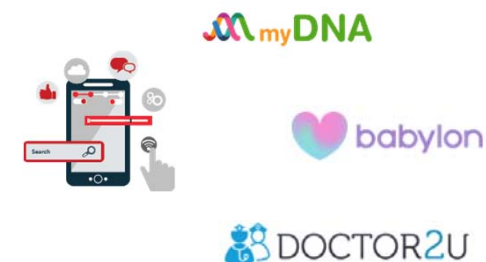
>215m

Hypertensive Asia population³

>715m

Credentials and Capabilities

- >5m** Health customers
- >£800m** Premium Income (FY17)
- >1m** Policies repriced



Recent Progress

babylon

Exclusive Asia partnership
(AI healthcare company)

Protection NBP **up 19%**

Full-suite of CI products 🇭🇰
(H&P APE up 24% in 2Q18)

Hospital portal & PRUmedical network

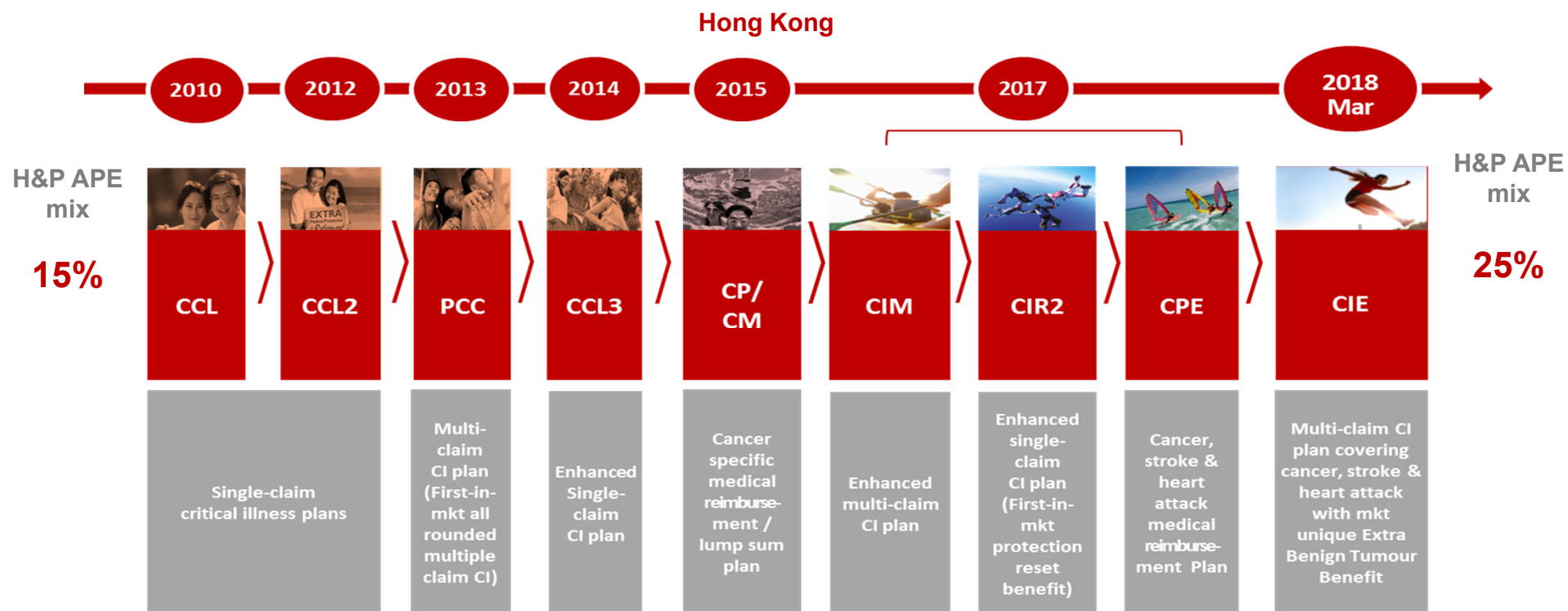
- 🇸🇬 54 hospitals in 28 cities
- 🇺🇸 93 panel hospitals

myDNA (now in 5 markets; >90,000 units)

Strategic priorities

Create 'best-in-class' health capability – Delivering new, compelling propositions

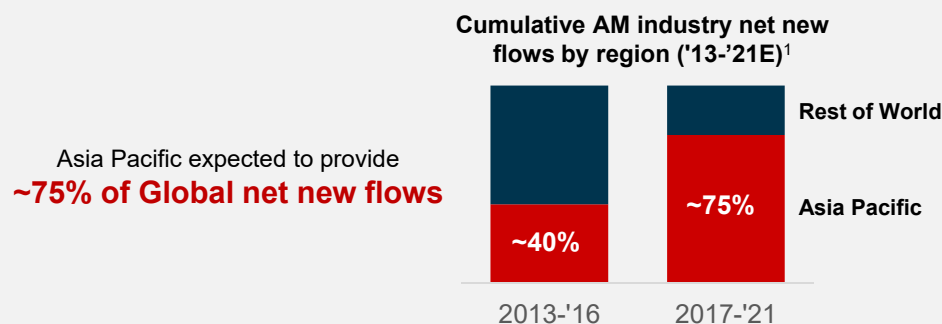
Continuously innovating CI offerings
Leader in the growing health & protection segment



Strategic priorities

Accelerate Eastspring

Opportunity



Increasing Wealth

Private Financial Wealth²

US\$ **78**tn
(2021E)

Low Penetration

Mutual Fund Penetration³

15%
(US=114%)

Credentials and Capabilities

Market leading pan regional Asian Retail Fund Manager

Top 10 in 8 countries⁴

Presence in **11** countries across the region⁴

>3,500 employees,

>300 investment professionals

Working with **>300** distribution partners



Recent Progress

aladdin
by BLACKROCK[®]

Established **IM WFOE** and received approval for **QDLP** application

Selling M&G **Optimal Income** in TW (US\$97m inflows in 1H18)

Operationalised **SGA**
Sustainable Growth Advisers

Acquired **65% stake in TMB Asset Management⁴**

£10bn AUM

5th largest Thai Asset Manager

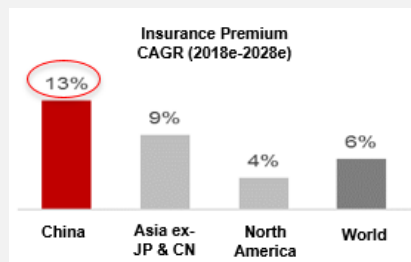
Distribution agreement with TMB Bank
TMB
Make THE Difference

Strategic priorities

Expand presence in China

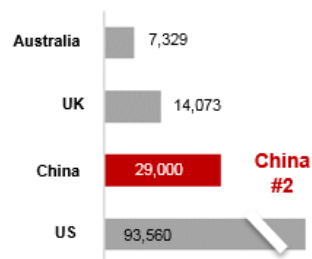
Opportunity

Insurance demand



Wealth pool

2nd Largest Wealth Pool Globally (2017 Total Wealth, US\$ trn)



Demand drivers

Provinces with 60m+ Population

8 out of 31

Urbanisation Rate

57% by 2020
up from 47% in 2010

Retirement Aged Population

35-40% by 2050²

Working Age Population³

21% of Global
> 1 billion

Credentials and Capabilities

18 branches, 77 cities

>40k agents and 18 bank partners



SARMRA
#1 in industry



Access to around 70% of the population

>1m customers

100% agency e-sub

99% claims via WeChat
(service time reduced to 1.5 days from 11 days)

尊享惠康

(Premier Critical Illness)



2017 Golden Award

Recent Progress

Pilot **tax-deferred pension**
(launched 4 new products in June)

Launched a new **children education product** (1/3rd of agency sales in the month of launch)

Intelligent policy application
(process time reduced from 5 days to 30mins & 99.9% usage rate)

Started preparations to **enter Hunan** (7th largest province and 68m population)

Enhanced WeChat platform
(>90% customer services via WeChat)

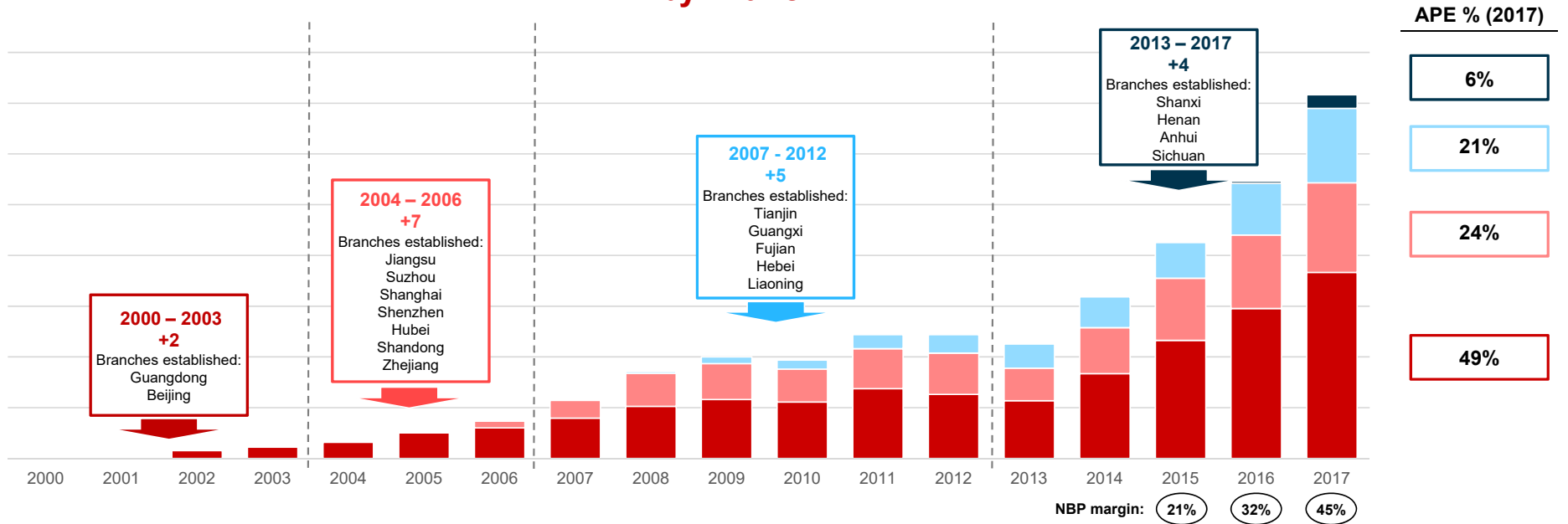
Established **IM WFOE** and received approval for **QDLP** application

1 Source: Swiss Re, CBIRC, Wind, Insurance Market in 2017 by Allianz Economic Research, Global Wealth Report by Credit Suisse.
2 World Bank via BBC
3 United Nations, Department of Economics and Social Affairs 2015. Working age population is 15-64 years

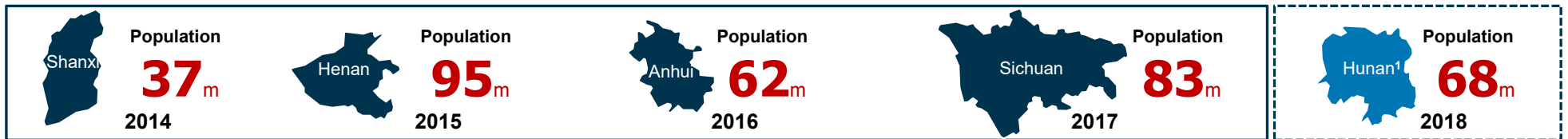
China

Growing footprint and diversification

APE by Branch



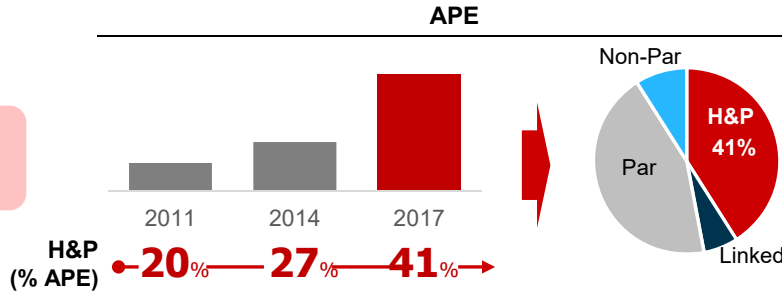
Recent branch expansion



China

Increasing H&P focus supported by opportunity & regulatory change

Product development

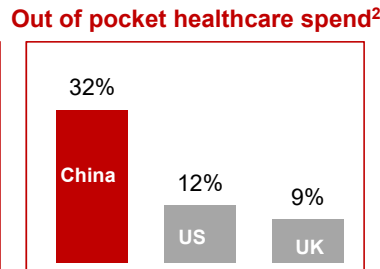
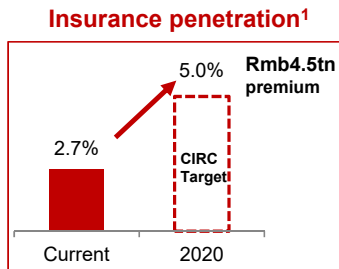


- Launched **“Zun Xiang Hui Kang”** in 2017 - A limited-pay whole life critical illness (CI) protection plan

Regulation

- Raise foreign ownership restrictions** in security, asset management, and insurance companies to 51%, without limits after 3 years
- Product regulation changes** (e.g. document 134 to eliminate lower margin, shorter duration investment products from the market) to protect consumers against aggressive sales tactics and fraudulent product design
- Income tax deductibility** for qualified health insurance premiums from July 2017
- C-ROSS phase II** to be completed in 2020

Opportunity



Diabetic population³

114m or **27%** of world's diabetic population is in China, accounting for **\$110bn** in healthcare spending

HY18

Regular premium (% of APE) **98%** + **6**ppts


H&P APE + **18%** (41% of mix)

NBP + **15%**

Retention ratio (HY18) **97%**

Asia

Country snapshots



Hong Kong

>19,800 agents
>30% Agency market share
>3,700 MDRT


+14% NBP (1H18)
+13% APE; **+20%** MCH APE (2Q18)

23% H&P Mix (Agency)
(from 20% in 1H17)

99% Retention Ratio
98% Regular Premium

96% agency e-submission
IFRS **£190m**, +27% CAGR
(HY13-18)



PRUistant: 3mins claims submission
First to market **Hospital to Prudential**




Singapore

Largest agency force
>4,700
Double Digit growth Agency APE


#1 in Regular Premium
(22% market share)

Optimising  **UOB**
strategic partnerships 

+9% APE
+20% NBP

88% PruShield e-renewals / e-statements 

askPRU
50% e-contracts



Indonesia

#1 Agency (>20% market share)
Over **405** offices covering **165** cities

+3% growth in agents
58% of agents in market

2.2m customers
3.1m policies

-12% APE
+19% Sharia (21% of mix)
+4% Bancassurance

62% agency e-submission
(40% in 2017)

Asia

Country snapshots



Malaysia

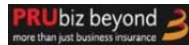
~**20,000** agents
+7% productivity



#1 (Conventional & Takaful)

42% H&P Mix (APE)

Initiated **PRUbiz beyond**
targeting SMEs



Improvement
medical claims experience



97% Retention Ratio

97% Regular Premium



Thailand

+26% APE

Double digit

banca growth



+33% increase in active agents
~**3,500** agents

+43% NBP
30% Linked mix (11% HY17)

e-POS 2.0 leveraged
Zhong An technology



Vietnam

15% market share
1.5m customers

Optimising partnerships



Launched in
2018

Launched
PRUApp



Launched
PRUbot



95% Retention Ratio

99% Regular Premium

IFRS **£63m, +21%**
YoY HY18

Asia

Summary

- ✦ Strong financial performance and further pivot to value
- ✦ High quality diversified business delivering resilient growth
- ✦ Continued focus and expansion of capabilities
- ✦ Well positioned to benefit from long-term structural opportunities