



Our purpose:

For Every *Life*, For Every *Future*

Our mission is to be the most trusted partner and protector for this generation and generations to come by providing simple and accessible financial and health solutions.

'For Every Life' speaks to our ambition to meet the huge underserved needs of potentially four billion people across our markets in Asia and Africa. With the collective wisdom of our talented people, we will partner with customers to improve their health and financial understanding so that they can build the life they want.

'For Every Future' speaks to our ambition to add value to the wider community, for a more sustainable and inclusive future. We are here to protect this generation, just as we have previous generations, and those we are yet to meet.

Financial highlights⁽¹⁾⁽³⁾

New business profit

\$3.1bn*

+45% CER⁽²⁾ +43% AER⁽²⁾

Operating free surplus generated from in-force insurance and asset management business

\$2.7bn*

+1% CER (1)% AER

Adjusted operating profit

\$2.9bn*

8% CER +6% AER

Operating free surplus generated

\$2.0bn*

(8)% CER (8)% AER

IFRS profit after tax

\$1.7bn*

up from a loss after tax of \$(1.0bn) AER⁽³⁾ in 2022

IFRS shareholders' equity

\$17.8bn*

+7% AER⁽³⁾

Adjusted IFRS shareholders' equity

\$37.3bn*

+6% AER⁽³⁾

EEV shareholders' equity

\$45.3bn*

+7% AER

* All figures quoted are in USD.

Our key financial objectives:

Growing new business profit at

15-20 %

compound annual growth between 2022 and 2027⁴

New business profit growth of 45% in 2023.

Achieving

double-digit

compound annual growth in operating free surplus generated from in-force insurance and asset management business between 2022 and 2027⁴

Stable in 2023, as we invest in our strategic pillars and new business.

(1) The financial highlights presented above are the key financial metrics Prudential's management use to assess and manage the performance and position of the business. In addition to the metrics prepared in accordance with IFRS standards - IFRS profit after tax and IFRS shareholders' equity - additional metrics are prepared on alternative bases. The presentation of these key metrics is not intended to be considered as a substitute for, or superior to, financial information prepared and presented in accordance with IFRS Standards. The definitions of the key metrics we use to discuss our performance in this document are set out in the "Definition of performance metrics" section in Prudential's 2023 Annual Report and Accounts, including, where relevant, references to where these metrics are reconciled to the most directly comparable IFRS measure.




(2) CER - Constant exchange rates, AER - Actual exchange rates. See note A1 to the IFRS financial statements in Prudential's 2023 Annual Report and Accounts for more detail on our exchange rate presentation.

(3) IFRS Comparatives for 2022 have been restated to reflect the retrospective application of IFRS 17. See note A2.1 to the financial statements in Prudential's 2023 Annual Report and Accounts for further information and reconciliation.

(4) The objectives assume exchange rates at December 2022 and economic assumptions made by Prudential in calculating the EEV basis supplementary information for the year ended 31 December 2022, and are based on regulatory and solvency regimes applicable across the Group at the time the objectives were set. The objectives assume that existing EEV and Free Surplus methodology at December 2022 will be applicable over the period.

Our business at a glance

Our life and health insurance and asset management solutions benefit over 18 million customers across 24 markets in Asia and Africa. We are headquartered in Hong Kong, and have dual primary listings on the Stock Exchange of Hong Kong (2378) and the London Stock Exchange (PRU).

-  Our markets
-  Life insurance
-  Asset management



Leading positions in high growth markets driven by significant need for protection and rising wealth.

Top 3

positions in 10 Asian life markets

Top 5

positions in 6 African life markets

Trusted household brand

18 million

customers

175 years

of history

Broad footprint across Asia and Africa

4 billion

combined population

c.\$1 trillion

growth opportunity in our markets over 10 years

Strong and highly resilient capital position

With limited exposure to market risk reflecting a long-held quality focus.

295%

GWS shareholder surplus over GPCR

Clear strategy to accelerate value creation through financial and operational discipline



Customers

Top-quartile net promoter score by 2027



Employees

Top-quartile engagement score by 2027



Shareholders

15 to 20% CAGR for New Business Profit from 2022 – 2027, Double digit CAGR for Operating Free Surplus Generation from 2022 – 2027



Communities

Net Zero by 2050, 55% reduction in Weighted Average Carbon Intensity by 2030

Organisational model replicating successes at pace and scale

Multi-market growth engines

Greater China

ASEAN

India

Africa


Strategic pillars

Enhancing
customer
experiences

Technology-
powered
distribution

Transforming
health
business model

Group-wide enablers


Open-architecture
technology
platform


Engaged **people** &
high-performance
culture


**Wealth &
Investment**
capabilities

Value creation for all stakeholders


Customers


Employees


Shareholders


Communities

Managing our risks

Prudential's Group Risk Framework, risk appetite, and robust governance enable the business to manage and control its risk exposure

Underpinned by the three pillars of our sustainability strategy



Simple and Accessible Health and Financial Protection

Increase access to health and
financial protection for every life



Responsible Investment

Enable a just and inclusive
transition to net zero for every future



Sustainable Business

Embed sustainability into our
business and value chain to amplify
the pace and scale of our impact