

How we drive value for all stakeholders

Q What's driving our business today?

A Our **Purpose** is to help people get the most out of life:

We want to make healthcare affordable and accessible, and promote financial inclusion.

We seek to protect people's wealth, and help them to grow their assets and save for their goals.

Our **Principles** underpin our business approach

- > We put customers first
- > We act with integrity
- > We embrace a growth mindset
- > We invest in all our communities
- > We take the long view

Q What is our strategy?

A Our **strategy consists of** three key themes:

SEE OUR STRATEGIC AND OPERATING REVIEW PAGE 14
SEE OUR ESG STRATEGY PAGE 71

Delivering

Growing health and protection business by providing access to affordable health

Focusing on the growth opportunities in China, India, Indonesia and Thailand

Positioning Eastspring to lead in Asia and drive the ESG agenda

Digitalising

Making it easy for customers to buy – repeatedly

Expanding data-driven knowledge of our customers

Improving health and wealth outcomes for our customers

Humanising

Upskilling our people, agents and partner advisors

Providing inclusive offerings for all segments

Lowering the threshold for wealth services

Delivering
profitable
growth
and social
impact

Digitalising
products,
services and
experiences

Humanising
our company
and advice
channels

Q What outcomes do we want to see as a result?

A Our long-term performance aspirations are:

Grow the **value** of our business for shareholders

Develop capacity to serve
50m
customers by 2025

Assets we hold on behalf of our insurance companies will become
'net zero'
by 2050

SEE OUR KEY PERFORMANCE INDICATORS PAGE 28

Q How do we approach Executive reward?

A We explicitly link Executive Directors' **Remuneration** to strategic delivery:

Performance conditions of the Executive Directors' Prudential Long Term Incentive Plan (PLTIP) for 2022 include:

New business profit
45%
of the financial performance conditions

Return on embedded value
30%
of total award

ESG metrics constitute
10%
of total 2022 Executive Director's Prudential Long Term Incentive Plan (PLTIP) award, including 5 per cent linked to the carbon reduction target announced in May 2021. ESG priorities and commitments are also reflected in the personal and strategic component of Executive Directors Annual Incentive Plan (AIP).

SEE OUR REMUNERATION REPORT PAGE 194