

**Prudential plc 2021 June Investor Day**  
**Africa – A Continent of Potential**



**Wilf Blackburn**  
**Regional CEO, Insurance Growth Markets**  
**Prudential Corporation Asia**

Wilf Blackburn is Regional CEO, Insurance Growth Markets at Prudential Corporation Asia, a position he assumed with effect from February 2020. In this role, he is responsible for steering 16 markets across Asia and Africa towards greater growth. Prior to this, Wilf was the CEO of Prudential Singapore, a position he held for four years.

Wilf is an industry veteran with close to three decades of diverse life insurance experience, having lived in seven Asian countries over the past 20+ years.

He joined Prudential Corporation Asia in 2012 and initially led new market initiatives out of Hong Kong. This role included overseeing the launch of Prudential's business operations in Cambodia and the establishment of Prudential's representative office in Myanmar and Laos. In July 2014, he was appointed CEO of Prudential Vietnam, and subsequently as Vietnam Country Head, where he also oversaw the asset management and consumer finance business.

Prior to joining Prudential, Wilf was with Allianz for over 11 years, where his roles included CEO of their life insurance joint ventures in China, Thailand and the Philippines and Regional GM, Life & Health Insurance for Asia. Before Allianz, Wilf worked in the United Kingdom for three life insurers after commencing his career with a firm of consulting actuaries.

Wilf, a British national, qualified as a Fellow of the Institute of Actuaries (FIA) in 1995. He has an MBA from the University of Bath and a BSc (Mathematics - 1st Class Hons.) from the University of Newcastle upon Tyne (his hometown). Wilf has been a postgraduate student at the City University (now CASS), SAID Business School (Oxford University) and Harvard Business School.



**Nick Holder**  
**Chief Operating Officer**  
**Prudential Africa Regional Hub**

Nick Holder is Chief Operating Officer for Prudential Africa, based in Nairobi. In this role he will provide leadership to Prudential's newly created Regional Office for Africa with functional responsibility for Finance, Actuarial, Strategy, People, Legal, Governance, Compliance, Risk and Communication.

Nick joined Prudential in 2002. He has previously worked for Prudential Group in six countries: the UK, Hong Kong, Malaysia, Thailand, Vietnam and Indonesia. He is currently Prudential Indonesia's Chief Financial Officer and is also responsible for the company's new group business PruWorks. He is a member of Prudential Indonesia's Board of Directors. Previously in Indonesia he has worked as Chief Operating Officer and Chief Corporate Development Officer.

Nick's previous roles with Prudential have included Regional Head of Internal Audit for Asia; General Manager, Shared Services in Kuala Lumpur; and Chief Financial Officer for both Prudential Thailand and Prudential Vietnam. He has chaired the British Business Group in Vietnam and filled the roles of Acting-Chair & Honorary Secretary for the British Chamber of Commerce in Indonesia, as well as being a Board Member of the European Chamber of Commerce in Indonesia and a founding member of the Supervisory Board of the Indonesian CFOs Club.

Nick has master's degrees in Philosophy, Politics and Economics from Oxford University and Business Systems Analysis and Design from City University, both in the UK. He is also a Fellow of the Institute of Chartered Accountants in England and Wales and is a Chartered Fellow of the Securities and Investment Institute.



**Raxit Soni**  
**Chief Actuary**  
**Prudential Africa Regional Hub**

Raxit Soni is the Chief Actuary, Prudential Africa since April 2021. Prior to this he was the CEO of Prudential Life Assurance Kenya (PLAK).

Raxit worked for Prudential UK for 6 years and Phoenix Life Limited UK for 2 years. He joined PLAK in November 2014 as Head of Risk & Compliance, Kenya. In April 2016, he was promoted to the position of Head of Risk & Compliance, East Africa. In April 2019, he was promoted to the position of Chief Executive Officer.

He holds a Bachelor of Science (1st class honors) in Actuarial Science from City University, UK. A qualified actuary, and a Fellow of the Institute and Faculty of Actuaries, he is actively involved in the development of the actuarial profession in Kenya and is a council member of The Actuarial Society of Kenya (TASK)



**Wambui Kosgey**  
**Regional Head of Legal & Governance**  
**Prudential Africa Regional Hub**

Wambui Kosgey is the Regional Head of Legal & Governance, Prudential Africa. She has the mandate in providing strategic legal oversight for the Africa businesses and steering the corporate governance agenda for Prudential Africa. Based in the Prudential Africa Regional Head Office in Nairobi, Kenya, Wambui is a member of the Prudential Africa Executive Committee and a permanent attendee to all the meetings conducted by the Prudential Africa Boards and Board Committees.

Wambui is a seasoned legal practitioner with over two decades of experience in legal, governance, commercial, corporate advisory as well as compliance and risk in both senior management and board advisory roles across multiple industries. Wambui has had extensive inhouse and private practice experience prior to joining Prudential in August 2020. She has experience in working in financial, banking, insurance and FMCG industries. She has undertaken large equity, debt and corporate transactions in different parts of Africa and her previous experience prior to joining Prudential includes serving as the Regional Group Legal Director for Diageo's subsidiary, EABL where she played a key role advising on Diageo plc's investments in the group and looking after 6 markets. She was also Senior Regional Manager, M&A at Standard Bank's, East Africa Investment Banking division between 2008 and 2011, and Group Head of Legal between 2003 and 2008 at CFC Stanbic Holdings (a merger between Stanbic Bank and CFC bank), a business operating banking, insurance and investment banking portfolio. Prior to the merger, she also served as Associate Director, Corporate Finance at CFC Bank. Wambui also worked in one of the largest law firm in Africa, Anjarwalla & Khanna which is part of Africa Legal Network (ALN). She is passionate about growing talent, leading high performance teams and promoting diversity and inclusion.

Wambui is a Kenyan national, graduated as a lawyer from Cardiff University in 1997 and is a practicing Advocate of the High Court of Kenya, having been admitted to in 1999. She has an MBA from Strathmore Business School/IEASE Business School. She is Commissioner of Oaths, Notary Public and an Associate Chartered Arbitrator. She has also attended the Women Leadership Program from SBS/Cranfield Business School.



**David Mwangi**  
**Chief Human Resources Officer**  
**Prudential Africa Regional Hub**

David Mwangi is Chief Human Resource Officer of Prudential Africa. He joined Prudential in 2015. Prior to Prudential, David held the position as Head of Human Resources, East Africa, AIG Kenya for 9 years.

David has more than 20 years of cumulative HR Generalist experience in local and multinational organisations in the financial services industry.

He holds a Master of Science in Human Resource Management from the University of Nairobi.



**Arjun Mallik**  
**Regional CEO**  
**Eastern and Central Africa (Uganda, Kenya & Zambia)**

Arjun Malik was recently appointed Regional CEO of Eastern and Central Africa (Uganda, Kenya & Zambia). He was the Managing Director of Prudential's businesses in East Africa and CEO of Prudential Uganda. Under his leadership, Prudential has become a well-recognised brand in Uganda and the fastest-growing life and health insurer for the last five years. Most recently, it was named the 'Most Innovative Life Insurer' in Uganda by the regulator.

He has been with the Prudential Group for over 10 years. Prior to establishing the business in Uganda and Kenya, Arjun was a member of the Prudential Group Strategy function, based in London.

Arjun previously worked in private equity, and has a BA in Economics from Eckerd College (USA) and an MBA from Instituto de Empresa (Spain)



**Achumile Majija**  
**Chief Executive Officer**  
**Prudential Assurance Uganda Limited**

Achumile 'Ace' Majija was appointed CEO of Prudential Uganda in May 2021 (subject to regulatory approval). He has been the Chief Executive, Individual Life, Corporate & Strategy for Cote d'Ivoire-Cameroon-Togo, a role he assumed after a four-year stint with Prudential Life Insurance Ghana as Chief Commercial officer. Ace also serves as a Regional Management Team member for Prudential Africa.

Prior joining Prudential Africa, he worked at Prudential plc in London (Group Risk), Prudential Poland (Executive Business Manager to the CEO) and also helped the Kenya and Nigerian businesses as part of the post integration team.

Ace has a Bcom in Economics and Finance, BCom Honours in Financial Analysis and Portfolio Management and an MBA degree with a Merit pass. He has interests in socio economics, politics, youth development and globalization. He was named a Young Global Shaper by the World Economic Forum (WEF) amongst others. He is involved in a number of organizations as a Trustee and a Board member.



**Gwen Kinisu**  
**Chief Executive Officer**  
**Prudential Life Assurance Kenya**

Gwen holds a Global Executive MBA from USIU, Post graduate Diploma in Marketing from Chartered Institute of Marketing and BSc (Hons) International Business from USIU. She joined Prudential as Chief Commercial Officer in September 2018 and she heads the Commercial Division, where she is primarily responsible for growth in Bancassurance, Corporate Social responsibility, Alternate & Digital partnerships, and Group Business.

She is also in charge of corporate marketing, corporate social responsibility, brand development & the communication functions of the business.

Gwen has over 14 years' experience in the insurance and banking industries gained from Sanlam, National Bank of Kenya Insurance Agency where she was the Principal Officer and UAP Old Mutual where she most recently worked as the General Manager – Direct & Digital.



**Kachiza Kwenda**  
**Chief Executive Officer**  
**Prudential Life Assurance Zambia**

Kachiza Kwenda was appointed CEO of Prudential Zambia in May 2021 (subject to regulatory approval). Prior to his current position he was the CFO and has held other senior roles at Prudential in Zambia including a current position as a Director on the Board of Prudential Pensions Management Zambia.

Before joining Prudential, he worked for Zambia National Commercial Bank (Zanaco) and Lawrence Sikutwa and Associates in internal Audit, and Standard Chartered Bank in the Finance Division. He also worked at KPMG as an external auditor and responsibilities at KPMG involved audit and non-audit engagements across a portfolio of financial services clients.

Kachiza is a Chartered Accountant (Fellow of the Association of Chartered Certified Accountants and Zambia Institute of Chartered Accountants), a Certified Internal Auditor (CIA) with the Institute of Internal Auditors, and a holder of an MBA from the University of Leicester.



**Eddie Ford Brown**  
**Regional CEO**  
**Francophone Africa (Cameroon, Côte d'Ivoire, & Togo)**

Francophone Africa (Cameroon, Côte d'Ivoire, and Togo) is led by Regional CEO Eddie Ford Brown. He has been Chairman and CEO of Prudential Beneficial Life Insurance since 2005 and has driven growth and profitability for the business and forged new partnerships that provide a robust platform for our products and services. Since 2019, the Beneficial Group has been part of the Prudential Africa.

Eddie holds an MBA from Harvard Business School and a BA from Harvard College.



**Emmanuel Mokobi**  
**Chief Executive Officer**  
**Prudential Life Insurance Ghana**

Mokobi, as he is fondly referred to; is the Chief Executive Officer at Prudential Ghana. He is a Chartered Insurer (ACII) from the Chartered Institute of Insurance, UK with 20 years' experience in the insurance industry and over two decades working in sales, operational management and business development.

Emmanuel was appointed Chief Executive of Express Life in 2012, prior to the acquisition of the company by Prudential plc UK. During his tenure, he implemented a new business model that was agency led and grew the new agency force by 500% within 2 years. This coupled with the launch of market leading innovative products led to the achievement of a 500% premium growth over a 3-year period. The resultant effect was an increase in market share and industry ranking from a 16th position in 2012 to a 5th position in 2016 and then a 4th position in 2020.

Mokobi holds a Biochemistry First Degree from the Kwame Nkrumah University of Science and Technology (KNUST) and a Marketing MBA from the University of Ghana Business School. He is passionate about community investment and an ardent fan of the Arsenal Football team.



**Cherise Ige**  
**Chief Finance Officer**  
**Prudential Life Insurance Ghana**

For the past 5 years, Cherise has led the Finance function of PLIG. As CFO, her involvement in stakeholder engagement, financial reporting, project management and board deliverables has contributed to the strategic direction of the company, enabling it to grow at a faster rate than the industry year-on-year.

She previously worked for Tate & Lyle as Global Finance Restructuring Project Lead, moving to Prudential Plc UK as Group Reporting for a period of 4 years before being appointed as CFO. Cherise has over 17 years' experience in finance roles spanning across several industries including media, commodities, and financial services.

Cherise is a Fellow Certified Chartered Accountant with ACCA. Cherise is moving on to the position of COO for the Prudential Zenith (Nigeria) business.



**Chuks Igumbor**  
**Chief Executive Officer**  
**Prudential Zenith Life Insurance Nigeria**

A seasoned Insurance practitioner with over thirty 30 of years' experience in the insurance industry. He graduated from the University of Benin with a BSc in Geography. He also qualified as a Fellow of the Chartered Insurance Institute of Nigeria (FCIIN) in 2008 and an MBA in Marketing Management from Lagos State University (LASU).

Chuks held various positions in the Insurance industry. He was the General Manager (Technical) of Afri-Ovis Insurance Brokers Limited. In 2004, he joined the service of Zenith General Insurance Company Ltd and rose through the cadres to the position of General Manager/Group Head Technical, overseeing the activities of both Life and General insurance Underwriting, Claims and Reinsurance departments of the company until he was appointed as the CEO of Prudential Zenith Life Insurance Limited in 2017. He attended various Underwriting, Risk Management, and Leadership courses, both locally and internationally.



**Isioma Olowu**  
**Chief Commercial Officer**  
**Prudential Zenith Life Insurance Nigeria**

Mrs. Olowu is an Executive Director and oversees the Bancassurance department and Corporate Marketing. She is responsible for setting up the Bancassurance department with the purpose of strategically positioning the company to provide excellent products and services to clients. Mrs. Olowu is an experienced Banking professional with extensive experience in the Banking and Telecommunications industries, and four years of experience in the development and commercial launch phases and management roles at Visafone Communication Ltd. In addition, her experience extends to Marketing, Product Development and Management, Communications, International Trade Finance and Credit Management. She received an undergraduate degree in International Business and Marketing from Robins School of Business, University of Richmond, Virginia and an MBA degree from Leeds University Business School.





**Nashiba Nalubega**  
**Regional Communications Manager**  
**Prudential Africa Regional Hub**

Has a wealth of experience in developing high impact marketing campaigns and communication strategies for some of the biggest brands in the pension, oil and gas, telecom and airlines sectors. She has also maintained strong relationships with the media fraternity in Uganda across all platforms.

She joined Prudential Assurance Uganda Limited in 2017 where she has since ensured that we continuously have the most visible marketing campaigns, corporate events and CSR activities in the insurance sector. Graduated from Makerere University with a Bachelor's degree in Journalism and Communication, she has a Certificate in Reputation & Crisis Management from Burson Masteller Africa.