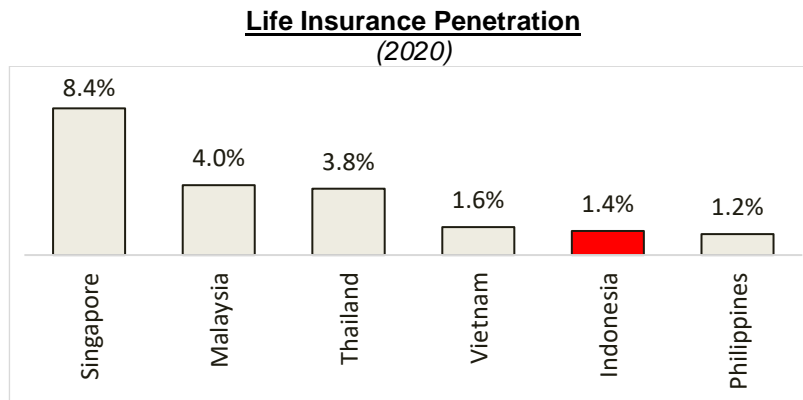


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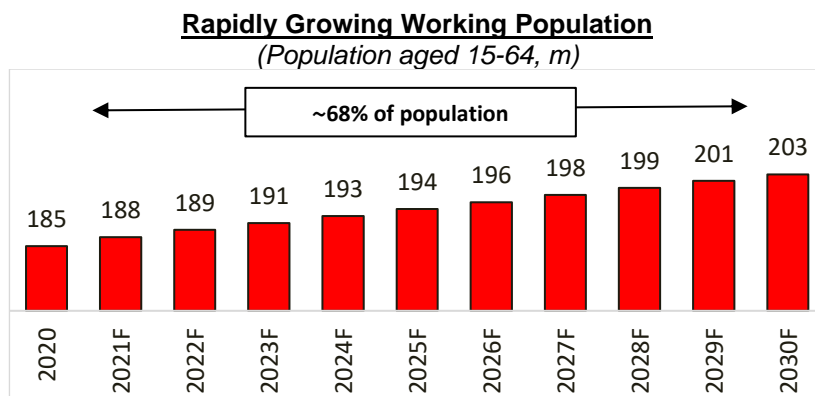
**Jens Reisch**  
*President Director, Prudential Indonesia*

What if I told you that the world's 4th most populous nation with the largest economy in ASEAN<sup>1</sup> has life insurance penetration of only 1.4% with substantial room to grow?



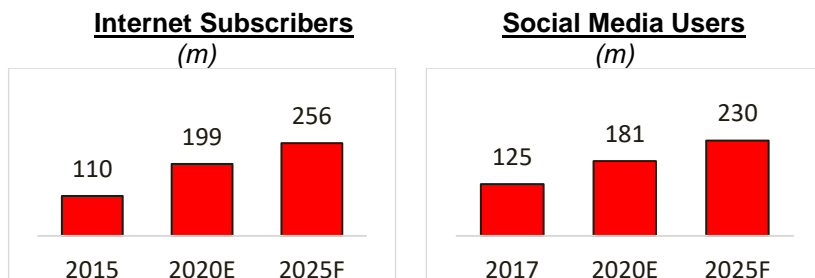
Source: Swiss Re

And what if I told you that the working age population of this country contributed 68% of the total population representing a major demographic dividend...



Source: World Bank

...with a sizeable, digitally-savvy, young generation...



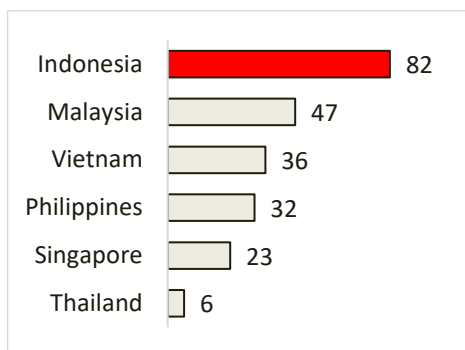
Source: Statista

<sup>1</sup> Source: <https://www.worldometers.info/world-population/population-by-country/>

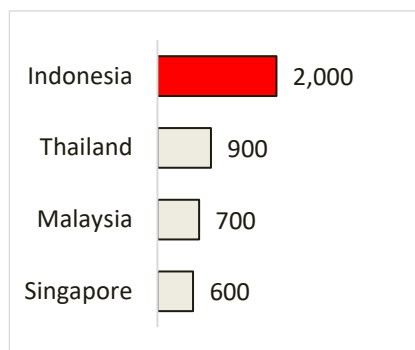
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...and significant mortality and health protection gaps, which have created a huge need for the products and services we provide?

**Health Protection Gap**  
(2018, US\$ bn)



**Mortality Protection Gap**  
(2020, US\$ bn)

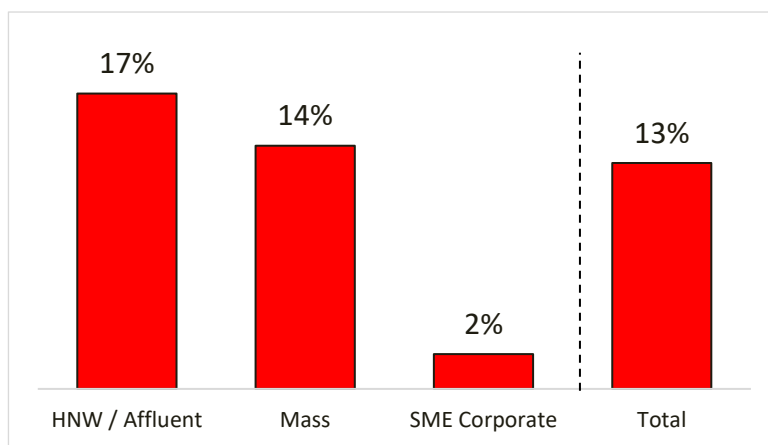


Source: Swiss Re

A 2020 survey tells us that the pandemic has further increased people's health awareness and protection needs. This is a great market opportunity.

What if I told you that Prudential leads this attractive and growing market with 13% market share by weighted first year premium (WFYP) in 2020? We have recently launched simpler, lower ticket size products which have broader segment appeal to drive further growth.

**PLAI Market Share by Segment**  
(2020, WFYP)



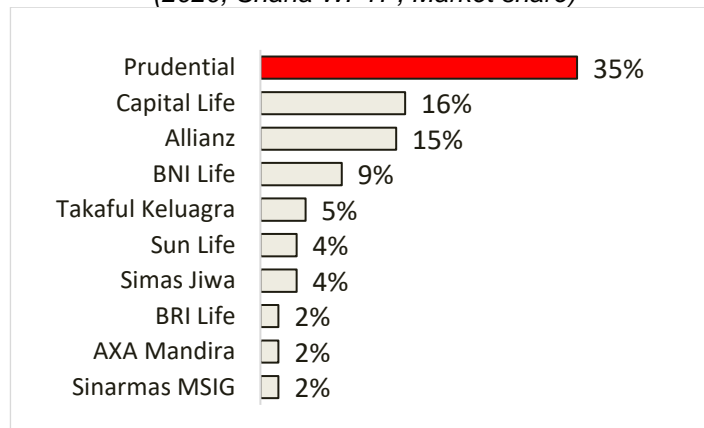
Source: AAJI, Internal Analysis

Prudential has a market-leading position by total premium income, total assets, and assets under management.

We are also the market leader in the fast-growing Sharia segment. Through our inclusive and modern Sharia lifestyle approach, we are well-positioned to support the development of the Sharia segment.

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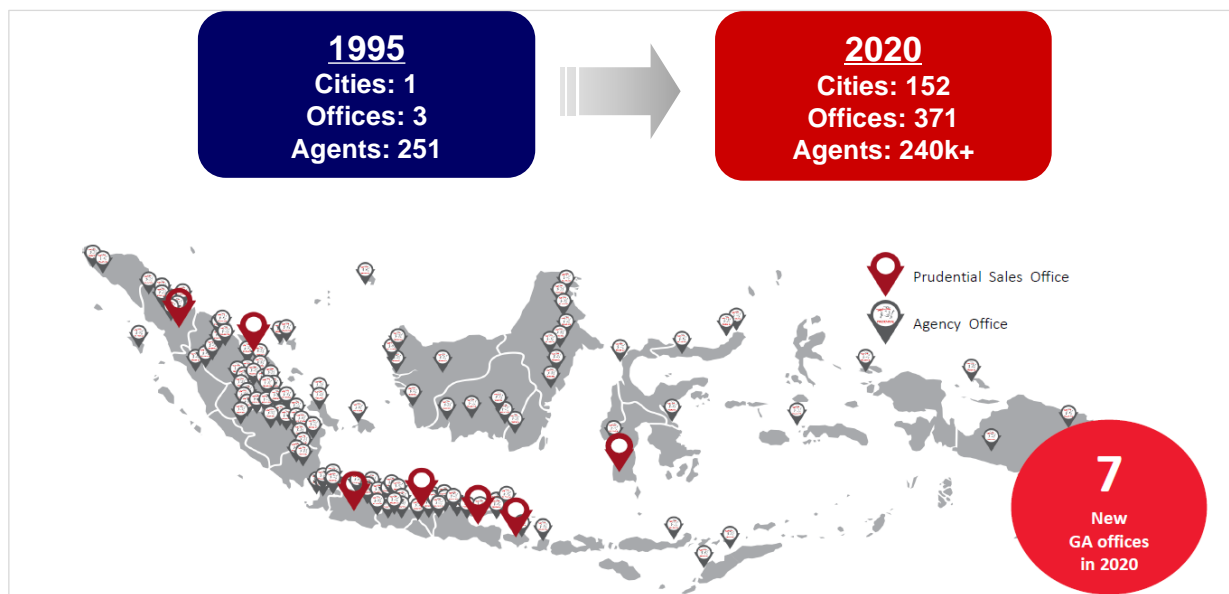
**Top-10 Sharia Insurers**  
(2020, Sharia WFYP, Market share)



Source: AAJI

We have the largest agency network in the market; 54% of all licenced agents in the market. We have a market-leading Million Dollar Round Table or MDRT agency franchise, with 1,900 MDRT agents, almost two times up on 2019.

**Prudential Indonesia: Nationwide Distribution Platform**



## Prudential Investor Day Video Indonesia *The ASEAN Giant*

### **Nick Holder**

*Chief Financial Officer, Prudential Indonesia*

Prudential has a significant growth runway in the country

### **Nini Sumohandoyo**

*Chief Sharia & Government Relations Officer, Prudential Indonesia*

...given Indonesia's compelling structural growth factors

### **Premraj Thuraisingam**

*Chief Digital & Transformation Officer, Prudential Indonesia*

... and the rapid rate that Prudential Indonesia is digitising its business model.

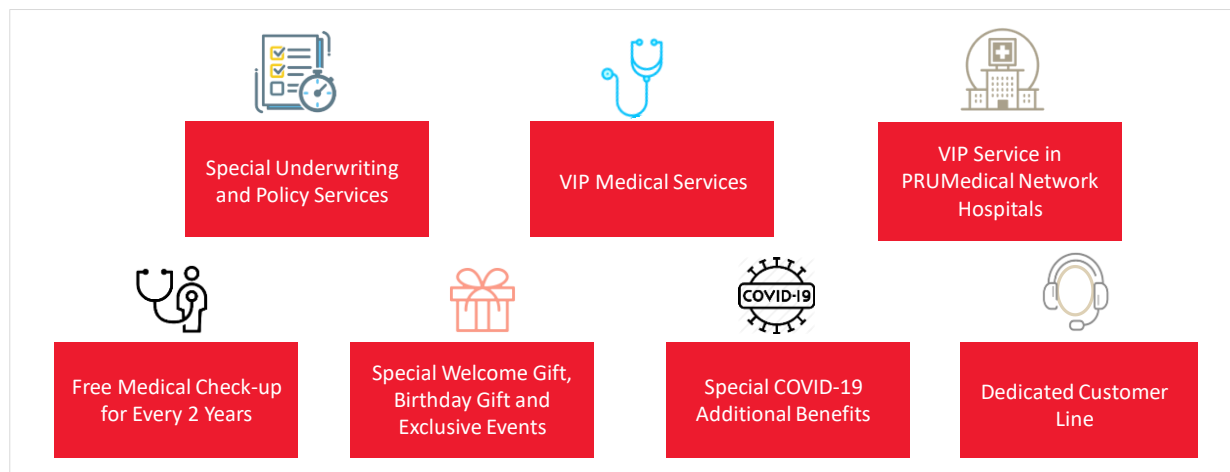
### **Puneet Nayar**

*Chief Customer & Marketing Officer, Prudential Indonesia*

...including how we are now tailoring our propositions to distinct market segments and evolving from delivering products to providing solutions.

For example, in July 2020, we launched "Prestige by Prudential" to provide an extended range of offshore fund solutions and value-added services to affluent and high net worth customers.

### **Prestige by Prudential**



A High Net Worth customer: *"The needs of my family are getting more complex. We need tailored savings and protection solutions. Prestige by Prudential understands my unique family needs and provide me with specific solution and services."*

"Prestige" is a proven success and has resulted in a 30% increase in new affluent and high net worth clients in 2020.

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**Nick Holder**

*Chief Financial Officer, Prudential Indonesia*

We have a growing and significant youth population in Indonesia that is highly digitally savvy.

A youth customer: *“Insurance seems so complicated. I want the ability to choose what part of the product I want.”*

We have responded by introducing standalone and flexible products that are tailored to the needs of today’s youth: PRUSolusi Sehat and PRUSolusi Sehat Syariah. These costs only USD20 per month.

A youth customer: *“It’s affordable and relevant. And it’s simple: I use its virtual face to face option. I talk to the agent when I need to and they sort things out for me.”*

**Paul Setio Kartono**

*Chief Strategy Officer, Prudential Indonesia*

There are 64 million SMEs in Indonesia, employing 117 million individuals and contributing over 60% to GDP<sup>2</sup>, with insurance needs for group health and life solutions.

An SME customer: *“I need to focus on my company’s growth. I need people in the know.”*

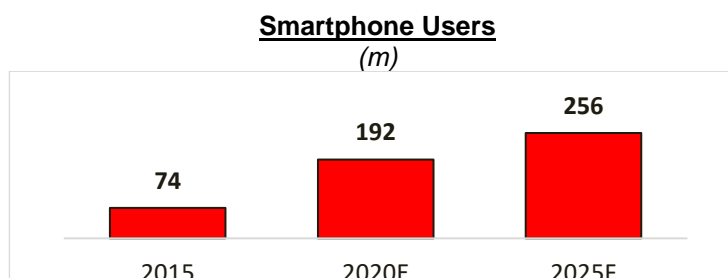
SME customer using face to face virtual assistance: *“The PRUWorks platform takes that weight off me and frees me up to do what I do. I managed my payroll and employee benefits this way, including my whole workforce health plan. It is efficient and scalable as my business grows.”*

Through PRUWorks, we offer group insurance benefits and value-added services to make life easy for business owners and entrepreneurs.

**Premraj Thuraisingam**

*Chief Digital & Transformation Officer, Prudential Indonesia*

Indonesia is a leading digital economy. It already has 192m smartphone users and almost the whole population is forecast to have a smartphone by 2025



Source: Statista

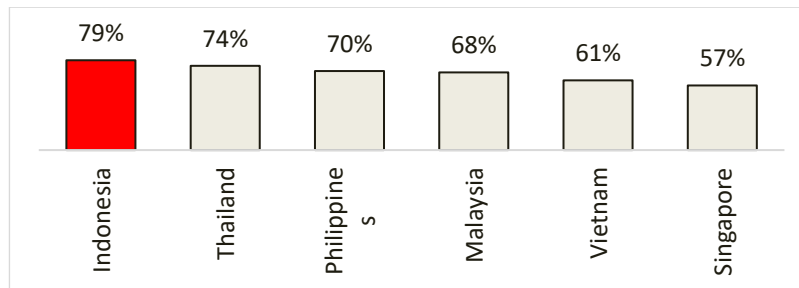
Indonesia has the highest e-commerce use in ASEAN. It is #2 in Asia in using e-wallets for both in-store and online payments. The younger generation is looking to both grow and protect their wealth. They are also much more engaged in managing their health using digital platforms, such as Pulse

<sup>2</sup> Source: <https://www.straitstimes.com/asia/se-asia/indonesian-smes-struggle-to-survive-as-sales-revenue-plunge-with-covid-19-pandemic>



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**E-commerce Users Aged 16-64 in January 2021**



Source: Hootsuite; % of Internet Users, aged 16-64 who had an online transaction in January 2021

Pulse puts health management at people’s fingertips. It is fully aligned with the Indonesian government’s policy to increase public access to health services in the digital age. We know that digital channels have been gaining traction, particularly amongst the younger generation, with online-to-offline being the primary distribution model. There is growing customer demand for simple-to-understand savings and health solutions.

**Dr. Dian Budiani**  
*Chief Operations & Health Officer, Prudential Indonesia*

Our all-digital bite-size solution, PRUTect Care, can be accessed and purchased swiftly through Pulse. This direct-to-consumer proposition will be further enhanced, including deepening our integration with our partners, starting with OVO, one of Indonesia’s leading payment platforms.

We put our customers’ needs first. Through the PRUMedical Network, we partner with the widest hospital network in Indonesia, ensuring that our customers’ journey is easy, simple and fast.

**PRUMedical Network**

|                                       |  |
|---------------------------------------|--|
| <b>Provider Management</b>            | <ul style="list-style-type: none"> <li>▪ Continue to expand network of 2,500+ domestic hospitals and clinics</li> <li>▪ Providing value-added services to customers during hospitalization</li> <li>▪ Performance analysis</li> </ul>                      |
| <b>Frictionless claims experience</b> | <ul style="list-style-type: none"> <li>▪ Moving towards cashless claims; 83% avg cashless transaction in Q1 2021</li> <li>▪ Enriched customer experience</li> </ul>  |
| <b>Pulse Integration</b>              | <ul style="list-style-type: none"> <li>▪ Digital customer journey for hospitalization via Pulse: hospital and doctor finder, fast admission, e-Card and status tracking</li> <li>▪ Customers’ cashless claim status tracking provided via Pulse</li> </ul> |

We also provide quality customer leads generated via Pulse to our agents and through PRULeads as part of our online-to-offline distribution model, supporting their productivity.

A Prudential agent: *“With PRULeads technology, I get many quality leads that help me to sell easier and access new customer segments. My network has expanded.”*

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### **Nini Sumohandoyo**

*Chief Sharia & Government Relations Officer, Prudential Indonesia*

Sharia is one of the largest opportunities for us, and we are well placed to win with 35% market share. PRUShalira is a Halal lifestyle offering delivered exclusively via the Pulse platform. We will keep on building PruShalira's features to be a friendly platform for Indonesian women to engage on Halal lifestyle trends.

Prudential is also creating a Sharia Knowledge Centre to be the centre of innovation for Sharia products and services, establishing Prudential as the clear 'thought leader' in this sector.

We will continue to maximise the full potential of the Indonesian Sharia economy through products and services innovation, digitalisation, and collaboration with key stakeholders.

### **PRUShalira@Pulse Overview**



**PRUShalira Subscription: Proposed New Features**

- **PRUShalira Lifestyle Hub**
  - Access to attractive and informative halal lifestyle content, specialized for woman segment
  - PRUShalira Meet-Ups
  - PRUShalira Halal directory i.e. restaurants, food, beverages, etc
- **PRUShalira Privilege**
  - Various exclusive offers for PRUShalira subscribers provided by PRUShalira partners (discounts, special price, freebies, limited edition items etc)

**PRUShalira Partnerships**

- Content Partnership with Dream.co.id & Republika
- Partnership with Halal Lifestyle brands for PRUShalira Privilege

### **Jens Reisch**

*President Director, Prudential Indonesia*

Prudential Indonesia has upgraded its product offering for the HNW / affluent segments and leveraged its digital assets to launch simpler and lower case-size products with broader segment appeal.

We are the overall market leader with 13% market share and dominate the fast-growing Sharia segment.

We have a very strong foundation from which we deliver our ambition of making Indonesians healthier and wealthier, and getting the most out of life.