



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⁾⁽²⁾

New business profit

\$1.5bn*

+8% excluding economic effects

EEV operating profit

\$2.3bn*

+9% CER⁽⁵⁾

Embedded value per share⁽³⁾

1,575 cents per share

(4)% AER⁽⁵⁾

Gross operating free surplus generated

\$1.4bn*

(4)% CER⁽⁵⁾

Share Buyback

\$2bn*

by mid 2026⁽⁶⁾

First interim dividend

+9% AER⁽⁵⁾

6.84 cents per share

Adjusted operating profit

\$1.5bn*

+9% CER⁽⁵⁾

CSM⁽²⁾⁽⁷⁾

\$20.5bn

+9% AER⁽⁵⁾

Annualised underlying growth⁽⁸⁾

* All figures quoted are in USD.

Our key financial objectives:

Growing new business profit at

15-20 %

compound annual growth between 2022 and 2027⁽⁴⁾

Achieving

double-digit

compound annual growth in operating free surplus generated from in-force insurance and asset management business between 2022 and 2027⁽⁴⁾

(1) Note: Growth rates are on a constant exchange rate basis unless otherwise stated.

(2) At 30 June 2024.

(3) Includes adjustment to recognise a 49% non-controlling interest in our Malaysia conventional business following Federal Court ruling.

(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.

(5) CER – Constant exchange rates, AER – Actual exchange rates. See note A1 to the IFRS financial statements in Prudential plc's 2024 Half Year Report and accounts for more detail on our exchange rate presentation.

(6) This amount is to be bought back by mid 2026.

(7) Contractual Service Margin (CSM) – net of reinsurance.

(8) Annualised underlying growth compared to CSM position as at 31 December 2023. Excludes the effect of economic and other variances and exchange rates. Excluding a reinsurance treaty benefit in the period, underlying annualised growth which is within the 6-9% guided range.

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

176 years

of history

Broad footprint across Asia and Africa

4 billion

combined population⁽¹⁾

c.\$1 trillion⁽²⁾

growth opportunity in our markets over 10 years

Strong and highly resilient capital position

Strong and highly resilient capital position, with limited exposure to market risk reflecting a long-held quality focus.

232%

Free surplus ratio

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

(1) Source: UN, Department of economic and social affairs, population division, world population prospects 2022.
 (2) Source: Swiss Re forecast (July 2023) Forecast incremental gross written premium in 2033 compared with 2022.

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