



Prudential Seizing the Opportunity



PRUDENTIAL
英國保誠集團

機會

Peluang
機會

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Prudential
Seizing
the
Opportunity

Brand and Customers

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Delivering profitable and sustainable growth

**Accelerating
profitability**

**Leveraging regional scale,
expertise and innovation**

- Integrated operating model
- Leadership development
- Risk management

**Building
sustainability**

**Creating a lasting
foundation**

- **Brand strength**
- Business building expertise
- Multi-channel distribution

**Continued
strong growth**

**Driving proven success
models to all markets**

- Product innovation
- **Customer centricity**

Strong top-line growth - even faster bottom-line growth