

Partnerships Distribution

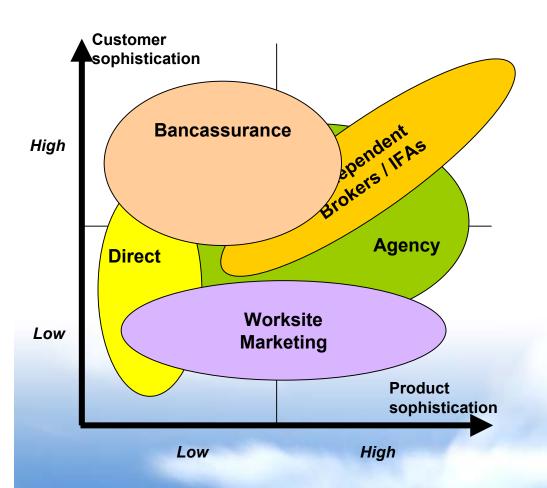
Pierre Fenech
Prudential Corporation Asia
November 2004



The role of partnerships

"By 2006, bancassurance could potentially account for 13% of total premiums collected in Asia's life insurance sector."

Swiss Re Sigma No7/2002

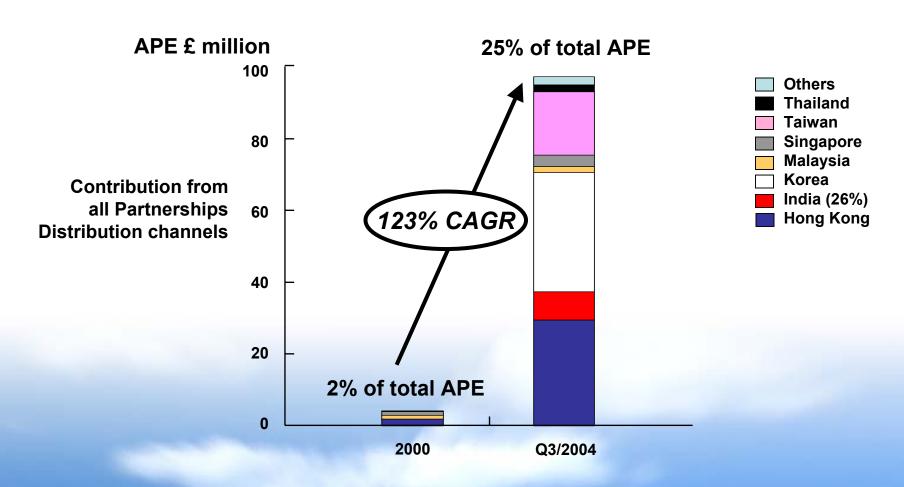


Growth Opportunities

- Access more customers
- Penetrate new segments
- Expand existing relationships
- Establish new relationships
- Roll out to all markets
- Develop new sub-channels

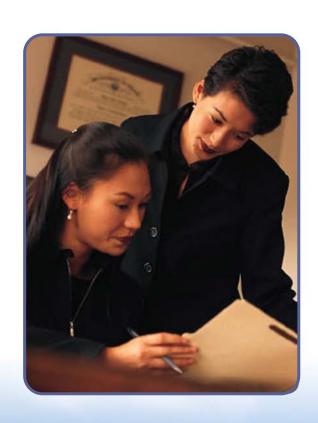
New business contribution mix

Continued growth and geographical diversification





Success formula



- Committed to multi-channel distribution
- Focus on quality long-term partners
- Track record of successful implementation
- Proven operational models
- Quality of people and management
- Investment in innovation



Expansion of bank partners



From...

8 partnerships with 5 banks in 8 countries

to ...

26 partnerships* with 22 banks in 11 countries



^{*} This is the number of bank strategic alliances. We also operate a number of campaign based activities with other bancassurance partners across the region.



Expansion of bank channels

Tailored multi-channel bancassurance distribution model

Financial services consultants (FSC)

Bank staff

Direct marketing and telemarketing

Priority banking and SME owners

Bundled consumer products

Workplace marketing

Customers

Mass affluent branch users

Mass market and mass affluent branch users

Credit card and target retail segments

Priority customers and SME owners

Mass Market branch users

Employees of commercial customers

Products

Full range of protection and savings

Simple quasibank savings products Credit protection personal accident and simple savings

Personal and business related covers

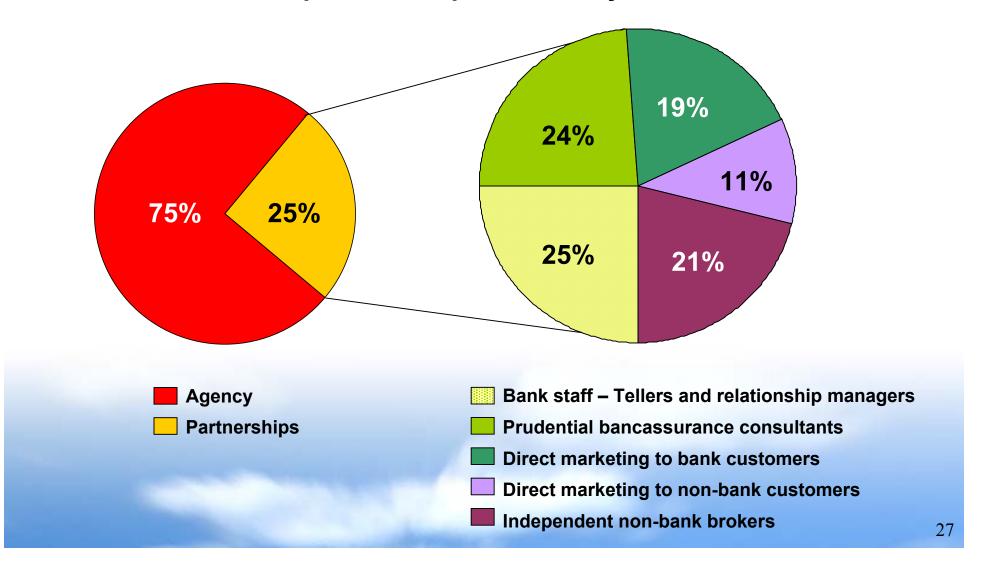
Mortgage and other simple protection

Combined bank and insurance propositions

Significant expansion in reach across available customer segments in banks

Diversification beyond banks

APE split for 3rd quarter 2004 year to date





Tremendous Opportunities

Committed to continue increasing sales through partnerships distribution



- Grow existing bancassurance and non-bank partnerships
- Forge new long term relationships with quality partners
- Expand our direct marketing & worksite marketing capabilities
- Open new and innovative partnership channels
- Develop our talent pool