



Prudential
Seizing
the
Opportunity

Our People Strategy

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Prudential Corporation Asia
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Our people challenges

Limited pools
of experienced
personnel

Rapid
growth

Aggressive
market
competition

Insurance

Funds

*CHINA: 3 life operations: Beijing, Guangzhou, Suzhou

Our approach

**Plan
who we
need**

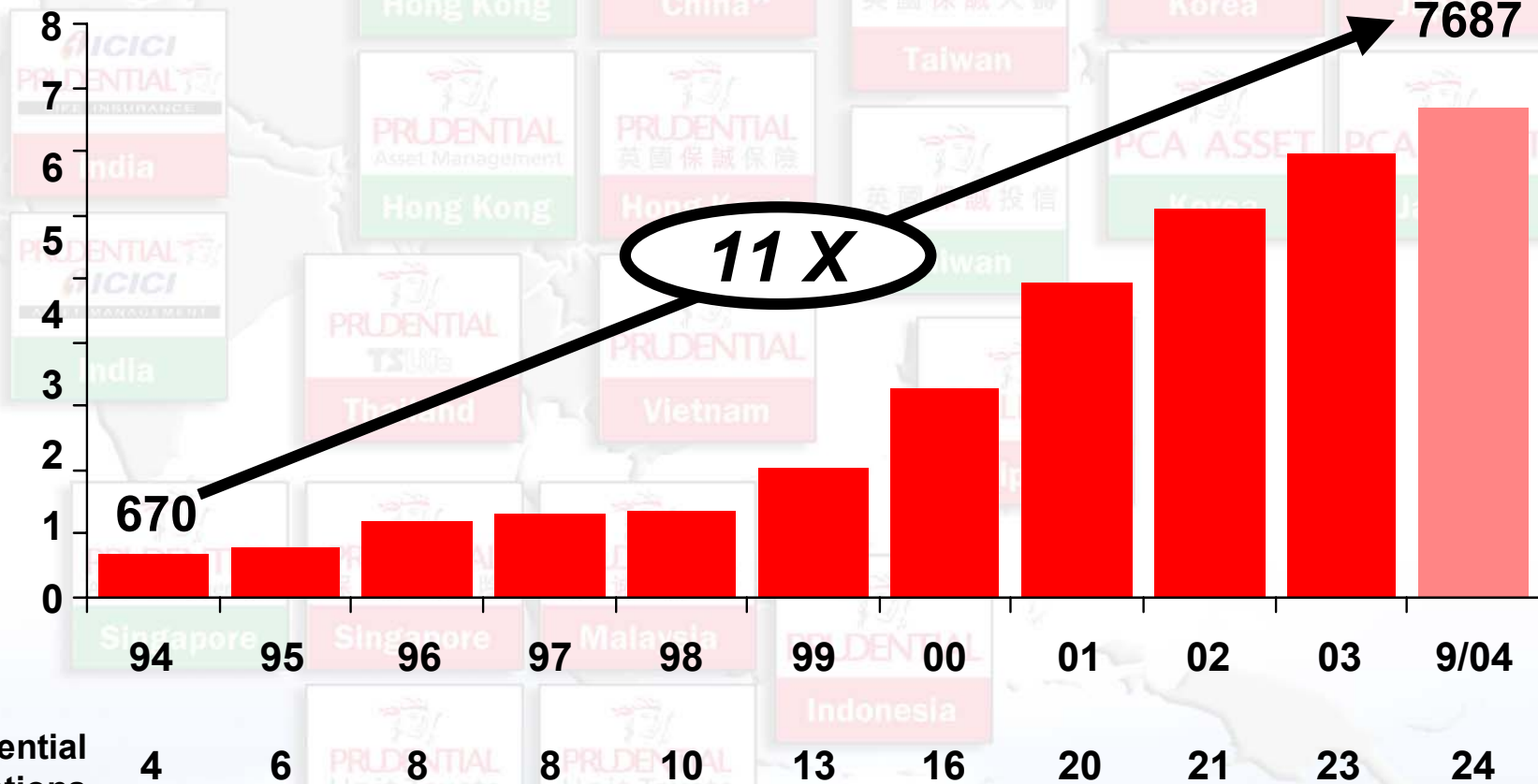
**Attract
who we
want**

**Retain
them**



Growth in staff

'000 staff



Prudential
operations

4

6

8

8

10

13

16

20

21

23

24

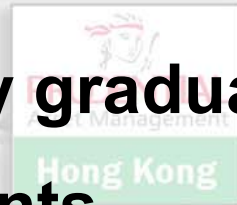
Highly qualified staff across region

Total staff

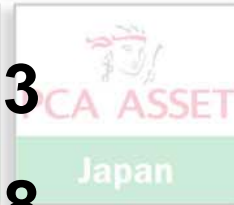
- University graduates
- Accountants
- Actuarial staff



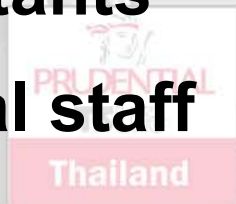
: 7,687



: 5,933



: 238



: 106



CEOs who understand local markets

Insurance



India



Indonesia



Malaysia



Taiwan



Hong Kong



Japan



Philippines



Thailand



China



Korea



Singapore



Vietnam

Funds



China



Japan



Singapore



Hong Kong



Korea



Taiwan



India



Malaysia

Years with Prudential in Asia

(average) : 5 years

Financial services experience

(average) : 23 years

Our core people strategies



**Long term leadership :
Develop future leaders today**

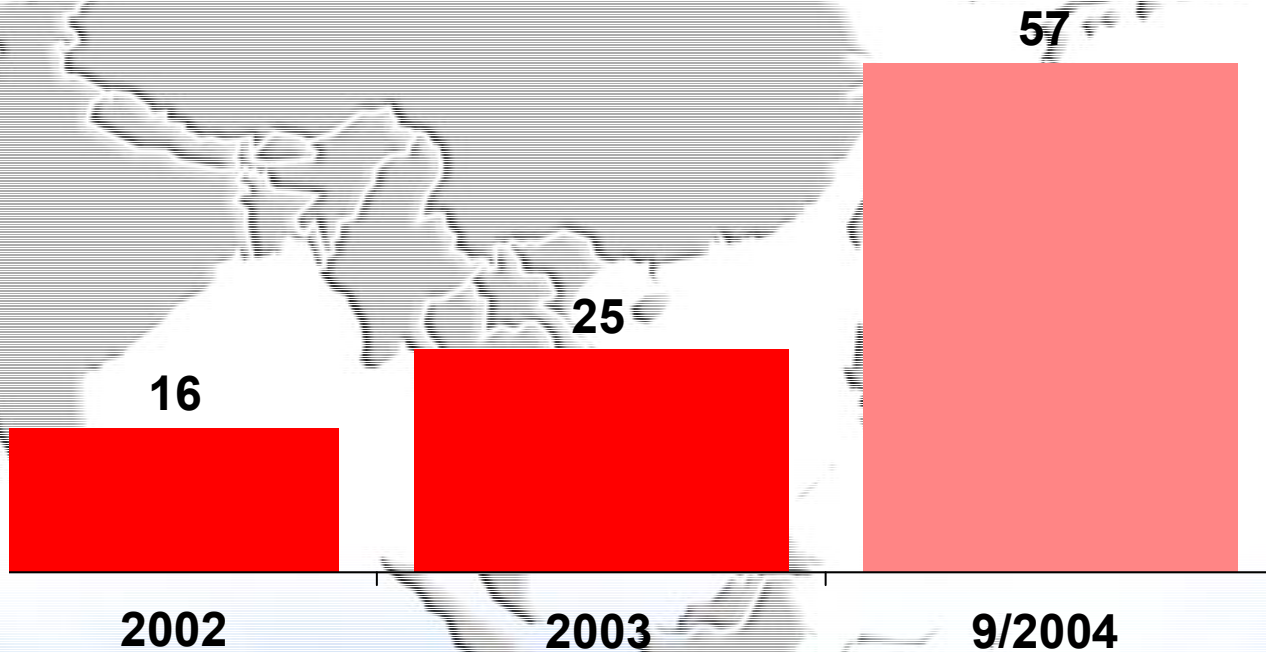
**Unique culture and our
strong brand : A place
where you are proud to work**

**Leverage scale, growth
and diversity to
deliver outstanding
career opportunities**

- Leadership and management review
- Leadership review forum
- PRUmentor development programme
- Secondments and direct mentoring
- Performance related rewards
- Market driven compensation
- RESPECT principles
- Leadership behaviours

Regional career development opportunities

People transfers between our Asia businesses



Examples of career development opportunities





- **Over 127 courses offered :
59 offered in Mandarin, Japanese
and Korean**
- **A web based platform :
face-to-face and e-learning**
- **Open to all Prudential :
over 3,150 programmes completed**
- **Learning Management Systems in
11 operations in 7 countries
servicing 2,878 users**

Our People Strategy is focused on :

- Leveraging our scale, growth and diversity to offer outstanding career opportunities
- A long term approach to leadership and talent development
- Creating a brand and culture which people are proud to choose
- Rewards linked to business performance
- Engaging employees and emotionally, based on common set of operating principles

A significant resource pool to support our continued growth